MAD

OCT. '62
No. 74

OUR PRICE
25¢
CHEAP





10 SECOND PHOTOGRAPH BY LESTER KRAUSS

There's more time for fun when this one line of copy takes 10 seconds to write for the Polaroid Land Camera ad campaign!

NUMBER 74 OCTOBER 1962

"If your wife wants to drive, don't stand in her way!" Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
ASSOCIATE EDITORS: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PUBLICITY:** Richard Bernstein
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

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VITAL FEATURES

NINE BOMBS ARE ON THEIR WAY!



. . . and they're all gonna hit my house!
So if you want a few blasts of your own — mainly nine issues for the price of eight —

SUBSCRIBE TO MAD

use coupon or duplicate

MAD SUBSCRIPTIONS
850 Third Avenue, New York 22, N. Y.

Okay! Your *jerk warfare* has hit home! **My home!** My *civil defenses* are down, and I'm sick of my *sheltered* life! Here's $2.00. Enter my name on your subscription list, and score a *direct hit* on my mail box with the next 9 issues of **MAD.** Just remember this *early warning:* If you *miss-ile retaliate* — and **my bombs** won't be duds!

Outside U. S. A.: $2.50

NAME________________
ADDRESS________________
CITY________________ZONE____
STATE________________

Allow 8 weeks for subscription to be processed

THIS OFFER EXPIRES SEPT. 24TH!



Yep, this offer of a full-color portrait of Alfred E. Neuman, **MAD**'s "What—Me Worry?" kid, expires on September 24th—because that's when this issue goes off sale. But don't worry! A new offer will start on Sept. 25th with the new issue. So you got plenty of time to order yours. *Mail 25c to: **MAD**, Dept. "What—Color?"* 850 Third Avenue, New York 22, New York.

LETTERS DEPT.



Address all mail about this issue to: MAD, Dept. 74, 850 Third Avenue New York 22, New York

A MESSAGE FROM THE EDITORS

This "Letter Page" is the result of a gag that backfired—mainly the one we pulled in our "Tenth Anniversary" issue (#72). The inside cover depicted a small memo from the *Publisher* to the *Editor suggesting* that the space be reserved for "some of the thousands of congratulatory letters and telegrams that are sure to pour in." Naturally, the rest of the cover was blank. However, when the issue hit the stands, much to our surprise, congratulations did begin pouring in. So we're foregoing our usual Letter Page to present some.—Ed.



Dear MAD Gang,
As you so well illustrate in MAD, one picture is worth a thousand words. Here's to your next satirical decade!

FABIAN

* * * * *

Dear Alfie:—
To think — ten years of MADness! Which have brought gladness to many of us poor souls who otherwise would suffer sadness. May your next ten cause as much of a yen in many a den from coast-to-coast. You're MAD, MAD, MAD me lad, and that's good—it ain't bad.

MADly,
JOHNNY MATHIS

* * * * *

Dear Mr. Feldstein,
Bravo for MAD Magazine. It is glorious satire and the art work is magnificent. My comment is a delayed take. Suddenly, today, I decided MAD's greatness. Been reading it for a long time.

Long may it flourish,
LOUIS NYE



In all the hub-bub of "Twist" and "Race,"
To be the first in "Outer Space"
Is gentle MAD,
The *farthest out*—
Of whom this ditty is about.

Happy Anniversary!
LYLE BETTGER

* * * * *

Dear Fellows at MAD Magazine,
I think that you're very funny, and I read your book all the time. Ho—Hee—Ha! What a marvelous thing you've done—for magazines!

Judge Crater
alias BOBBY DARIN

* * * * *

Dear Alfred E. Neuman and Gentlemen:
Stanley Kramer says "It's a Mad, Mad, Mad, Mad World." One MAD is good enough for me!
With interest and admiration.

Sincerely,
DANNY KAYE

WE'VE GROWN ACCUSTOMED TO HIS FACE...

BUT WITH A LITTLE BIT OF LUCK . . .



I enclose
$ ___ for:

☐ 5½" Bust(s) @ $2.00 ea.

☐ 3¾" Bust(s) @ $1.00 ea.

Check size(s) and enclose proper amount

We'll get rid of a
BISQUE CHINA HEAD OF
ALFRED E. NEUMAN
On The Street Where You Live

MAD BUST
850 Third Avenue, New York 22, N. Y.

NAME________________
ADDRESS________________
CITY________________ZONE____
STATE________________

(NO ORDERS SHIPPED OUTSIDE THE U.S.A.)

The 10th Anniversary of Mad Magazine

EXTENSION OF REMARKS

OF

HON. BENJAMIN S. ROSENTHAL

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Thursday, May 17, 1962

Mr. ROSENTHAL. Mr. Speaker, this month marks the 10th anniversary of a publishing phenomenon that exemplifies one of the strengths of our free society. I refer to Mad magazine, which for the past 10 years has humorously pointed out the laughable foibles of business, labor, advertising, television, sports, and entertainment—to say nothing of politics.

Mad magazine has let people laugh at those in high places without damage to those high places themselves. It has poked fun at many aspects of the American scene, and the country is the better for its raillery. We are all apt to take ourselves too seriously at times, whether we are businessmen, newspapermen, lawyers, or even Congressmen. It is then that we are fair targets for the satirist, if we live in a truly free country with a truly free press.

This magazine has succeeded in tickling America's funnybone during this Mad decade because Americans are always ready to laugh, even when the joke is on them. Some of our greatest Presidents, for example, relished the political satirists of their day. Lincoln was an Artemus Warde and Petroleum V. Naseby fan. Theodore Roosevelt read Mr. Dooley to his Cabinet, and the ready quips and hearty laugh of Franklin D. Roosevelt and Harry S. Truman are familiar to all of us today. President Kennedy's quick wit is already historic.

I see no reason, Mr. Speaker, why we in the Congress of the United States, who have so often been the target of Mad's jests, should not in a spirit of good humor nevertheless publicly congratulate the magazine that mocks us and those responsible for its success. As their victims, we may not always be glad, but as good sports, we hope they will always stay Mad.

CONGRESSIONAL RECORD
Thursday, May 17, 1962
Vol. 108, No. 79, Pg. A3728

* * * * *

Dear Alfie—

I want to congratulate you on your 10th Anniversary. You are a genius! Just one question, please—your 10th Anniversary of what??

Love you madly—
JOANIE SOMMERS



Dear Master Alfred:

Do not boast of this anniversary, young man. The fact that you have survived for ten years merely testifies to the infinite tolerance of the American magazine reader.

Yours, more in sadness than in censure,
MARY WORTH
(Loyally supported by Allen Saunders and Ken Ernst, who happen to be supported by her.)



To The Gang At Mad:—

Your 10th Anniversary issue recalled this letter we wrote you some time ago:

May 23, 1951

Gentlemen:

Our friend told us about your plans for a new magazine, and gave us a dummy copy of the proposed first issue.

Our keen sense of smart business investment tells us this idea will undoubtedly be a real bomb!

Yours truly,
Bob Elliott and Ray Goulding

Happy anniversary—and we still feel the same way!

BOB and RAY







Alfred's Poor ALMANAC

THURS 9 — MAD goes on sale. Entire nation declared a "Disaster Area."


FRI 10 — After 20 years in the General Mills kitchens, Betty Crocker goes stir-crazy, 1955.

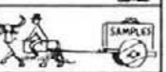

SAT 11 — Auto thief Calvin Sinkstuff swipes a small economy car for a Lark, comes home in a Fury, 1961.


SUN 12 — U. S. Senate shelves impeachment proceedings against President Thomas E. Dewey, 1955.


MON 13 — Navajo Indian weavers agree to a blanket wage proposal, 1952.


TUES 14 — Burglar Quentin Veeny breaks into Carnegie Hall, is credited with 17 stolen basses, 1949.


WED 15 — Murine begins construction of new factory after approving area as "A site for sore eyes!", 1953.


THURS 16 — "A traveling salesman in Tibet is always good for a few yaks!"


FRI 17 — Philo Phortesque becomes first man to hiccup in stereo, 1960.


SAT 18 — Yachting enthusiast Ardsley Phimont is deserted by wealthy wife, forcing him to float a loan, 1951.


SUN 19 — Spinster Lydia Dukweather examines first pair of nylon stockings, calls them sheer nonsense, 1932.


MON 20 — Horace Haversham invents the dirty joke, 1564.


TUES 21 — "A good electrician should always keep in contact with current events!"


WED 22 — Sprinter Helmut Von Mutt wins 100-yard dash at East Berlin track meet, 1961—keeps on running!


THURS 23 — Prospector Mickey Bitsko sells California gold mine, 1851—says "That's a lode off my mind!"


FRI 24 — Australian divorcee returns to Sidney. Sidney refuses to take her back, 1947.

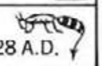

SAT 25 — Opera star Ingrid Mudgaard sails to Europe for concert. Fellow passengers get very sick on high C's, 1948.

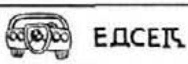
SUN 26 — Egyptian patriot Omar Faud begins pilgrimage to meet Nasser, 1959—says, "I'd walk a mile for a Gamal!"

MON 27 — Harriet Lummox sets fire to boarding house, putting an end to all those ugly roomers, 1901.


TUES 28 — LIFE's subscription stencil machine jams. Ed Funk of Boston, Mass. receives 247,578 copies, 1959.


WED 29 — Bird-watcher Pete Awk pooh-poohs the Whooping Crane, 1961—says, "If you've seen 28, you've seen 'em all!"

THURS 30 — Hornet gets caught in Salome's fifth veil, bringing about invention of the broad jump, 28 A.D.


FRI 31 — Soviet Union claims invention of the Edsel, 1957.


WRITER: FRANK JACOBS

SEPTEMBER

SAT 1 — United States gladly acknowledges Soviet Union's claim to invention of the Edsel, 1957.


SUN 2 — "A cruise ship that attempts to sail through a narrow passage will end up in desperate straits!"


MON 3 — Labor Day—commemorating Pickett's Charge during Acme Bagel Bakers' strike, 1905.

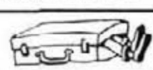

TUES 4 — Day after Labor Day—Don't forget to report your fatality to the National Safety Council.

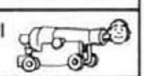

WED 5 — Structural engineer Milton Koogle finds he cannot eat a bite after his bridge is washed out, 1946.


THURS 6 — Astronaut John Glumm drops important vitamin pill, is saved by successful recovery of capsule, 1961.

FRI 7 — Actual silver dollar flipped by George Raft in his movies auctioned at Benefit, 1951. Highest bid, 98¢.

SAT 8 — Experimental Sears, Roebuck catalogue printed on tissue paper, 1937. Rural circulation zooms 1000%.

SUN 9 — "A man who forgets where he left his suitcase has surely lost his grip!"


MON 10 — Commodore Perry discovers that a naval battle can be an Erie experience, 1813.


TUES 11 — President Millard Fillmore signs non-aggression pact with wife, 1851.


WED 12 — Gaylord Fosdick makes 17 straight passes at Las Vegas Casino, is turned down by all 17 chorus girls, 1957.

THURS 13 — Movie-goer Renfrew Witkin stoned to death by friends for revealing surprise ending of "Psycho," 1960.

FRI 14 — Francis Scott Key composes his only hit song, 1814.


SAT 15 — "A singing cowboy is happiest when he's working in some old chorale!"


SUN 16 — Oren Jodhpur makes first speech as President of United States, wins applause of other mental patients, 1935.

MON 17 — Professional Golfers Association agrees to caddies' demands for a daily tee break, 1947.


TUES 18 — Beginning of Indian Summer, when heat is in tents.


WED 19 — France's "Reign of Terror" begins. Madame La Farge coins catchy new slogan: "Plan A Head", 1792.

THURS 20 — The fourth day before the second day after the eve of the end of the last day of Summer.


FRI 21 — Stripper Vera Flebbish tries out new act on wrong runway, delays 8 departures at Idlewild Airport, 1956.

SAT 22 — "A woman who douses herself with too much perfume has an air of desperation about her!"

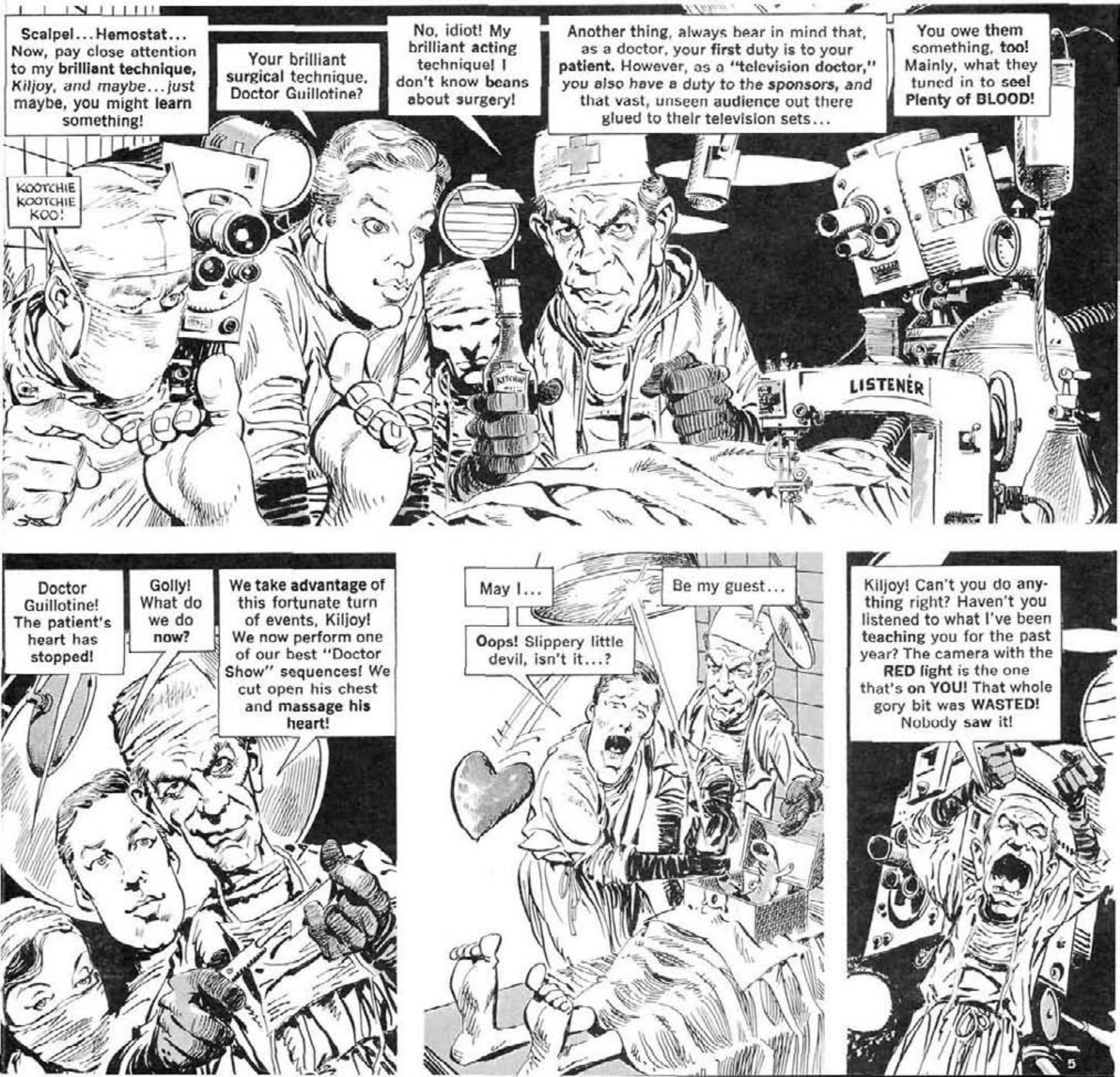

SUN 23 — Whistler stops work on his famous painting after discovering his mother is off her rocker, 1870.


MON 24 — MAD goes off sale. Nation starts on road to recovery.


Due to recent probes of the TV industry, the networks were forced to put a curb on the high-rating shows that featured violence and bloodshed. They were then faced with the problem of how to give the people the carnage they love, and also keep the F.C.C. off their backs. The dilemma was solved by the creation of the "Doctor Show"! Now, viewers can still enjoy the misfortunes of others in gory detail, and even Newton Minow can't say anything bad about doctors! But we can!—in our version of the bloodiest show on TV—

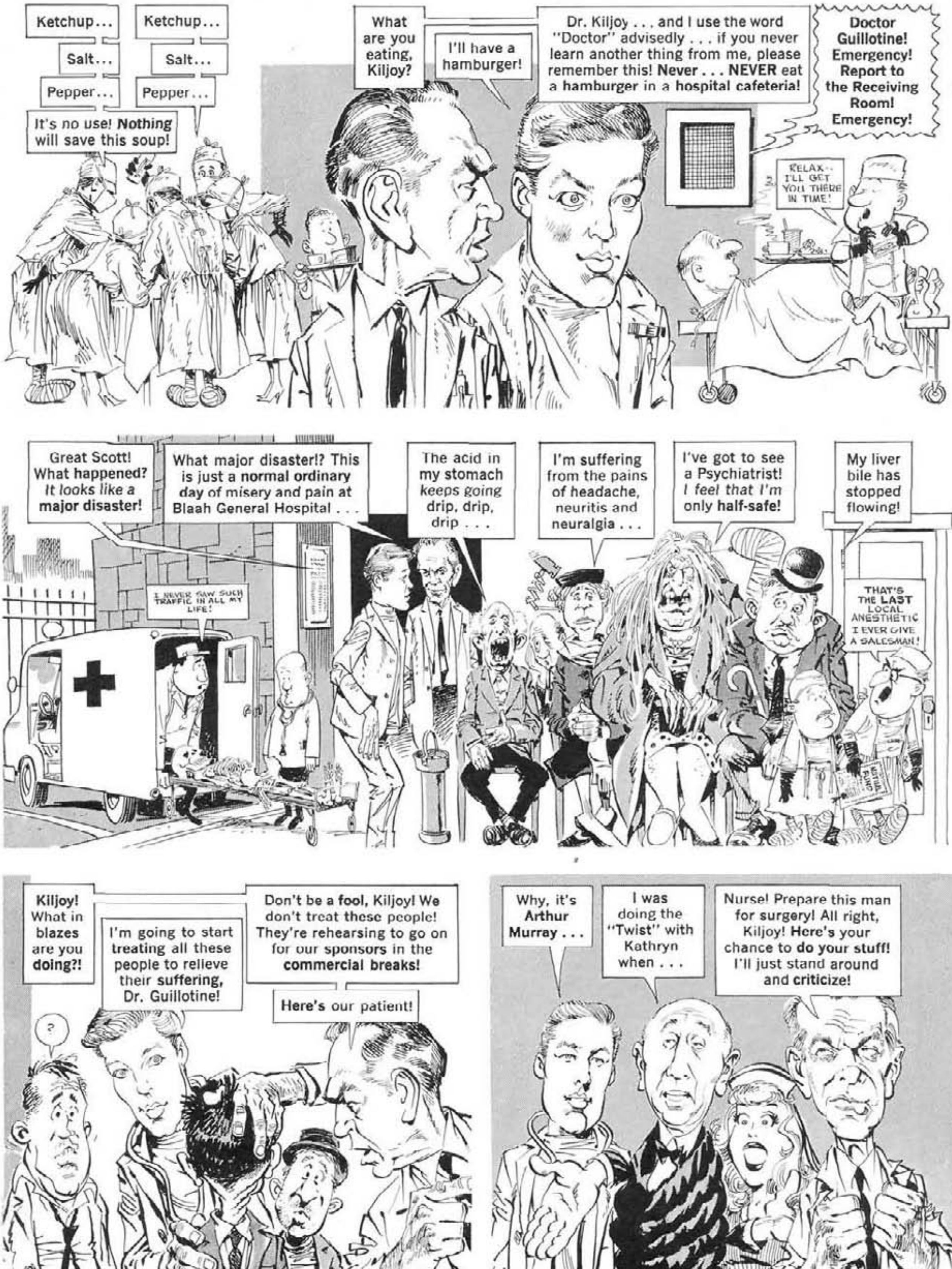
DR. KILJOY

ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE





Clamp...Suture... Frankly, I'm worried, Kiljoy! He seems to be gaining...
But—if the patient seems to be gaining why are you worried?
I'm not worried about the patient, Kiljoy! He's dead! It's Ben Casehistory I'm worried about! His rating seems to be gaining on ours!
Nurse! Clean up this...Yecch ...mess! Come on, Kiljoy, I'll let you buy me a cup of coffee!
Dr. Guillotine, would you mind looking at one of my patients? It's a very interesting case! A gangland shooting...
Hmmm! A very professional job!
Why, thank you, Dr. Guillotine!
Not your work, Kiljoy! The shooting! You'd better change the dressing...
AAIEEE
Hairy chap, isn't he?
That's the idea, Kiljoy! Those shrieks of agony are music to the sponsors' ears!
What are you doing now?
I'm probing for the bullet!
Good! Good! The only serious criticism I have is that you forgot to use any anesthesia!
No wonder he's making such a fuss!
And another thing, Kiljoy! It's not ethical for a doctor to sign his work!
KILJOY WAS HERE
I figure it pays to advertise!
Kiljoy! You have a great future! Unfortunately, it's not in Medicine!
What do you say to some lunch! All these operations have stimulated my gastric juices!
OPERAT ROO



..VINCE EDWARDS' favorite Chinese dish: **DEAD PAN BED PAN**



Hmmm! Broken tibia, radius and latissimus dorsi! Dum-dum-da-dum! Hip bone connected to the ankle bone . . .
No! NO! That's "Hip bone connected to the thigh bone"! Kiljoy, you are without a doubt, the most bumbling, incompetent, clumsy excuse for an intern I have ever had the misfortune to be associated with!
Doctor Guillotine! May I speak to you? It's very important!
Bzzz-bzzz!
WHO?!
Kiljoy! How'd you like to perform an extremely delicate brain operation?
But you just said I was a bumbling, clumsy and incompetent . . .
You are! But the only way you'll ever improve is to practice! Go to it! You're strictly on your own in this case! Just try to remember some of the things I've taught you!
Let's see! The camera with the red light is the one that's on me!
He's got it! By George, he's got it! Kiljoy, you may fool me, and become a doctor yet!
BITSKO
WMORT
Scalpel . . . clamp . . . gauze . . . Nurse, take this sponge away! It's a bloody mess!
Doctor, that's not a sponge! That's the patient's brain!
Splendid work, Kiljoy! Splendid! Camera—zoom in for a close-up!
You can stop operating, Doctor! The patient has expired!
What's that?
She means he's dead, Kiljoy!
KING LOBSTER
SURGERY
I'm sorry, Doctor Guillotine, I guess I goofed again!
Forget it, Kiljoy! That's the breaks! No doctor can win them all!
You mean you're not going to hollar on me like you always do when I botch things up?
THEN YOU DO THINK PLASTIC SURGERY CAN CORRECT HER FOOT!



**LENNY BRUCE's favorite Chinese dish: WUN SICK SICK GUY

AMBULANCE CHASING DEPT.

Whenever a new-type TV show is successful, there's always a rash of imitations rushed out. So you can bet your rabbit ear antenna that, with the success of "Dr. Kildare" and "Ben Casey," we're gonna see an avalanche of new "Doctor Shows." Which is entirely unnecessary! Because with just a slight adjustment in format and title, here's how old standby TV shows can cash in on this vogue, and become...

FUTU
ME

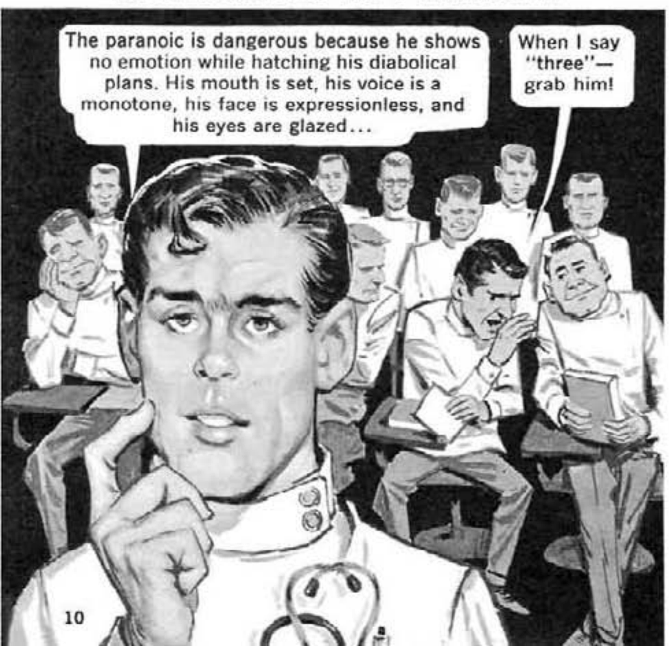
MRS. G. GOES TO MED SCHOOL



AMBULANCE 54, WHERE ARE YOU?



ADVENTURES IN PARANOIA



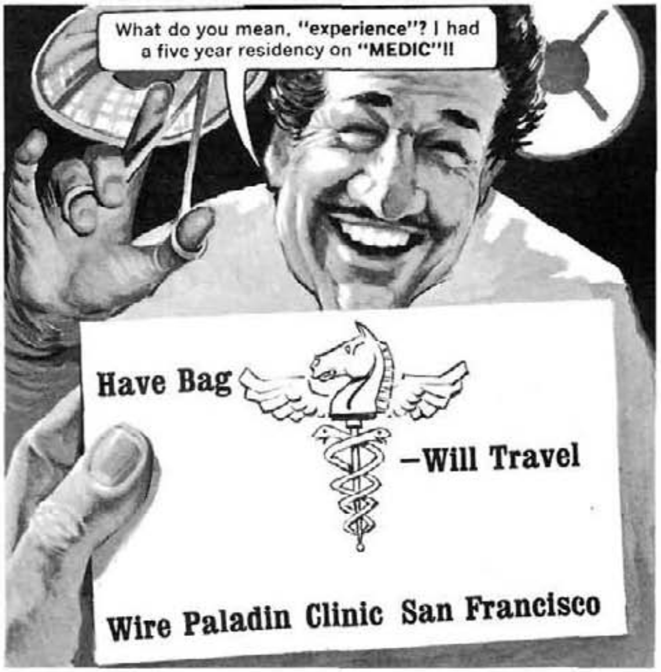
TO TELL THE TRAUMA



RE TV
DICAL SHOWS

ARTIST: JACK RICKARD
WRITER: STAN HART

HAVE BAG, WILL TRAVEL



THE PRICE IS RIDICULOUS

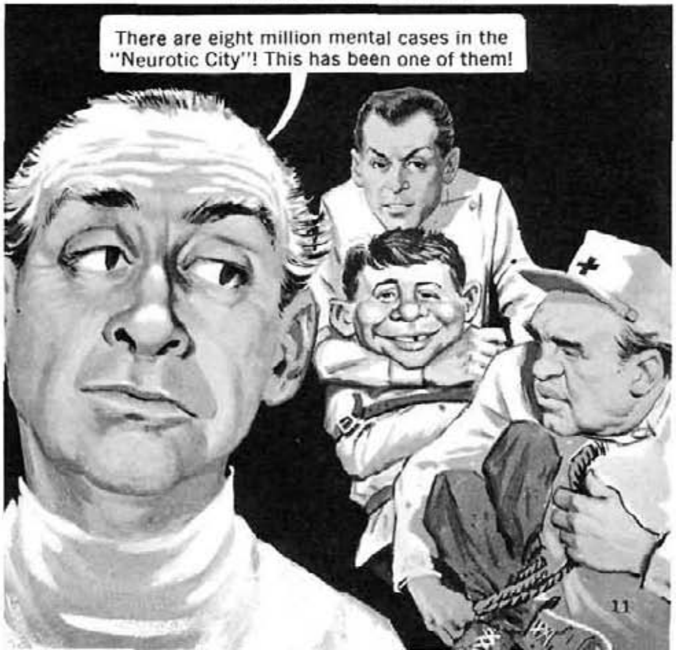


**MOLLY GOLDBERG's favorite Chinese dish: NOO NOO OY VAY

TED MAC'S MEDICAL AMATEUR HOUR



NEUROTIC CITY

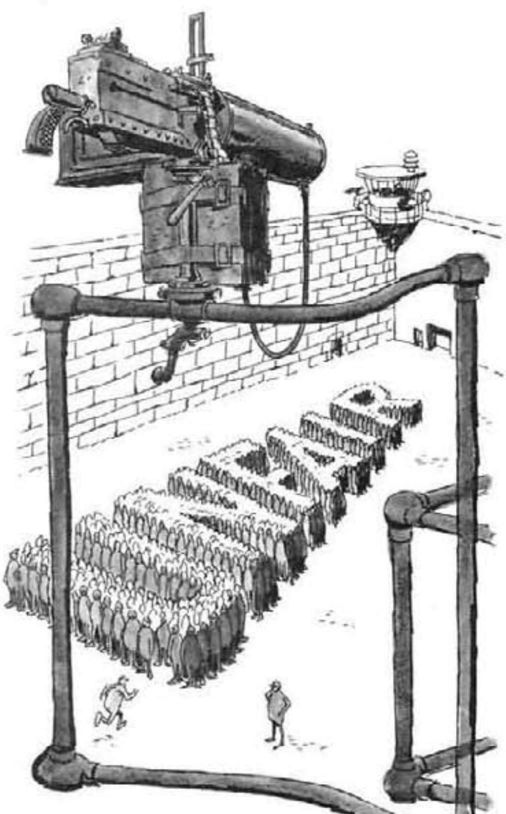


EXECUTIVE SUITE-TALK DEPT.

With Labor Day almost upon us, everybody is getting ready to salute the Labor Unions of America... Everyone, that is, except the people who have to bargain with them, namely Management. MAD feels it is only fitting that Management should have the opportunity to pay its sincere respects to Organized Labor on Labor Day. And so, slightly choked up with sentiment, we now present this 1962 selection of

LABOR DAY
FROM MANAGEMEN

TO A CONVICTED LABOR ORGANIZER



You've unionized upholsterers,
Mechanics and morticians,
You've unionized biologists,
Explorers and magicians;

You've unionized from coast to coast —
From Hollywood to Trenton;
And now you've 10 to 20 years
To unionize San Quentin!

TO A SUCCESSFUL STRIKING LOCAL



Your strike has lasted 40 weeks
And shows no sign of ending;
Your Union Boss is tough and firm
And shows no sign of bending;
You've made your point! We see no need
For further arbitration!
Surprise! We've used these 40 weeks
To put in automation!

TO AN UNSUCCESSFUL STRIKING LOCAL



A pity that your walkout failed,
Oh, Local 905!
We thought your Strike Fund's million bucks
Would keep your strike alive!
How could you know the money that
You filled your Union "till" with
Your ever-loyal Treasurer
Would run off to Brazil with?

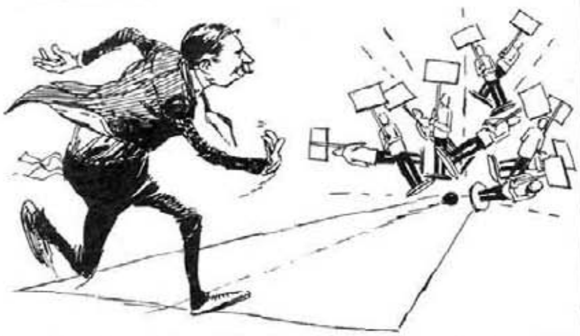
ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

CARDS
T TO LABOR

TO A HIRED GANG OF PROFESSIONAL PICKETS

You rabbit-punched our president
And overturned his car;
You smashed our gates and pelted eggs;
But now you've gone too far!
No matter how you threaten us
Or yell or shout or scream—
We'll never, never let you join
Our Monday bowling team!

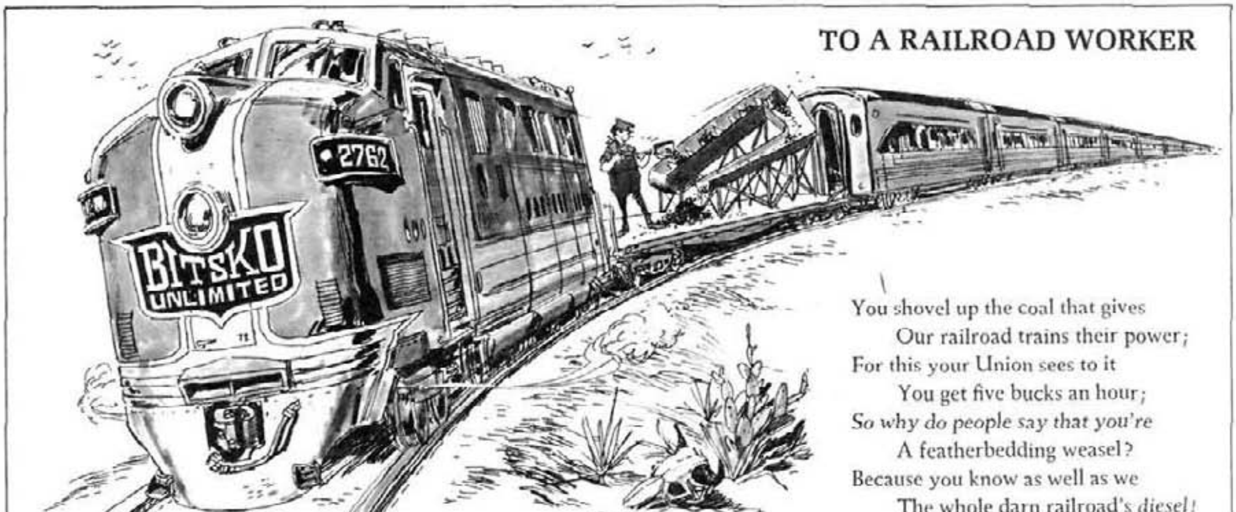




TO A RED-HOT LABOR NEGOTIATOR

You've won your 20-hour week,
And that is not to mention
Your triple time for overtime,
Your pay hike, and your pension!
The contract we were forced to sign
No other firm will top;
Too bad you won't enjoy it, cause
We've had to close up shop!

TO A RAILROAD WORKER



You shovel up the coal that gives
Our railroad trains their power;
For this your Union sees to it
You get five bucks an hour;
So why do people say that you're
A featherbedding weasel?
Because you know as well as we
The whole darn railroad's *diesel!*

..HYMAN RICKOVER's favorite Chinese dish: AY SUB HIZ TOY

LABOR DAY CARDS

BUT JUST TO KEEP THINGS FAIR... HERE ARE SOME

FROM LABOR TO MANAGEMENT

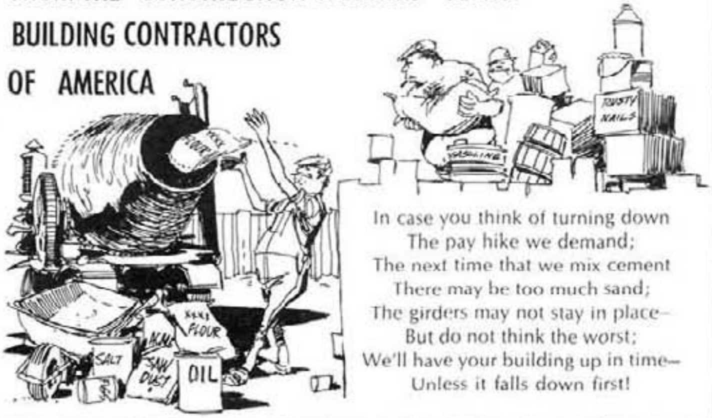
FROM THE UNITED AUTO WORKERS TO GENERAL MOTORS CORP.



We'll soon be sitting down with you
to see if there's a way
To get the GM Management
to raise our rate of pay;

200,000 workers simply
cannot be ignored;
Cause if we are, we'll all go out
and buy a brand new Ford!

FROM THE CONSTRUCTION WORKERS TO THE BUILDING CONTRACTORS OF AMERICA



In case you think of turning down
The pay hike we demand;
The next time that we mix cement
There may be too much sand;
The girders may not stay in place—
But do not think the worst;
We'll have your building up in time—
Unless it falls down first!

FROM THE UNITED STEEL WORKERS TO U.S. STEEL



You tried to raise the price of steel,
But much to your dismay,
You found instead you only raised
The wrath of JFK.
So now you fellows are despised
Throughout the New Frontier,
While Labor's loved—at least until
We meet again next year!

FROM THE AMERICAN FEDERATION OF MUSICIANS TO THE NEW YORK PHILHARMONIC

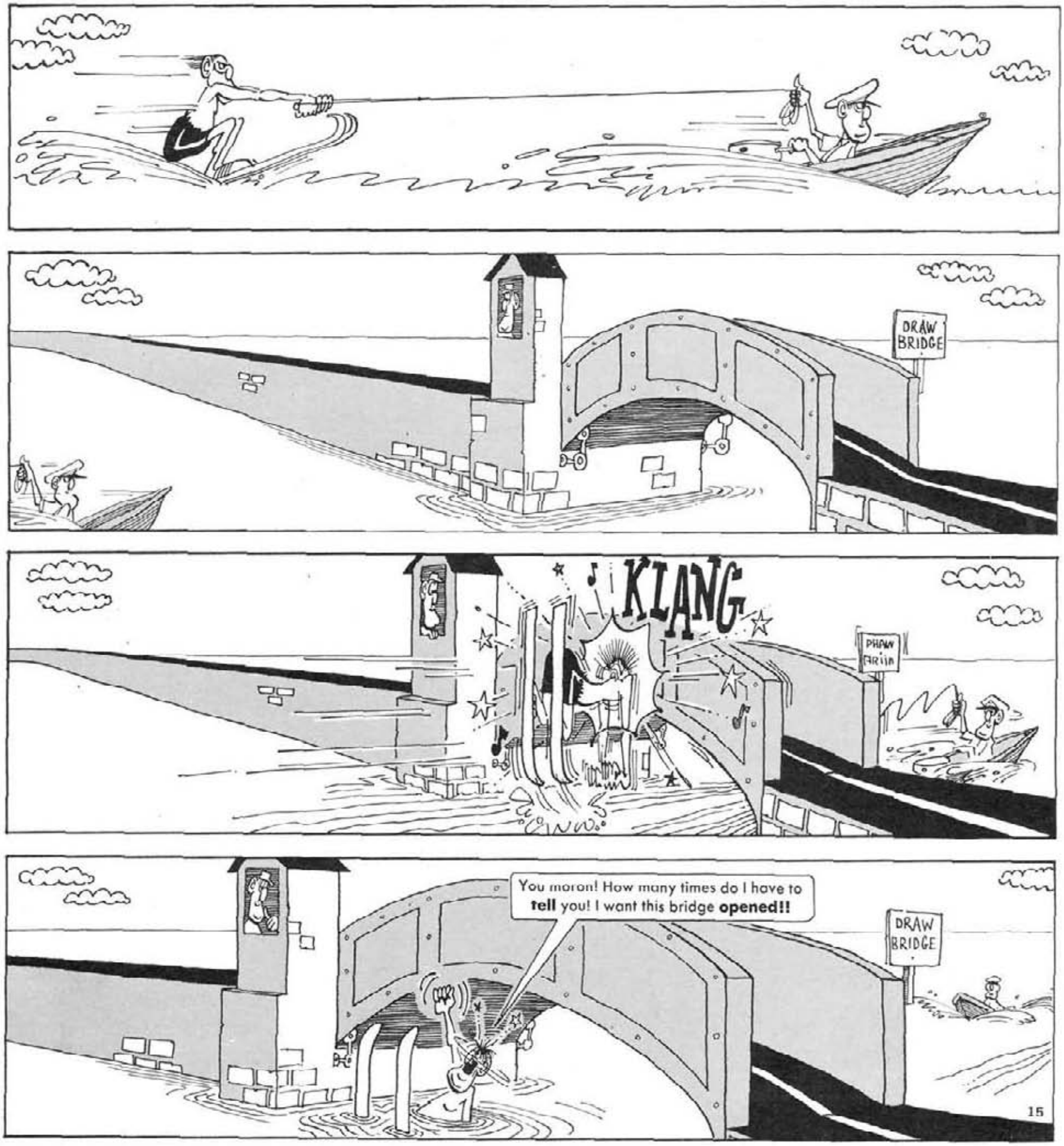
Other unions have their woes, but
us—we haven't any;
If we walked out, you'd only have
our music stands and Lenny;
The threat of automation fills us
with no fears and qualms:
'Cause automation just can't work
with Mozart, Bach and Brahms!

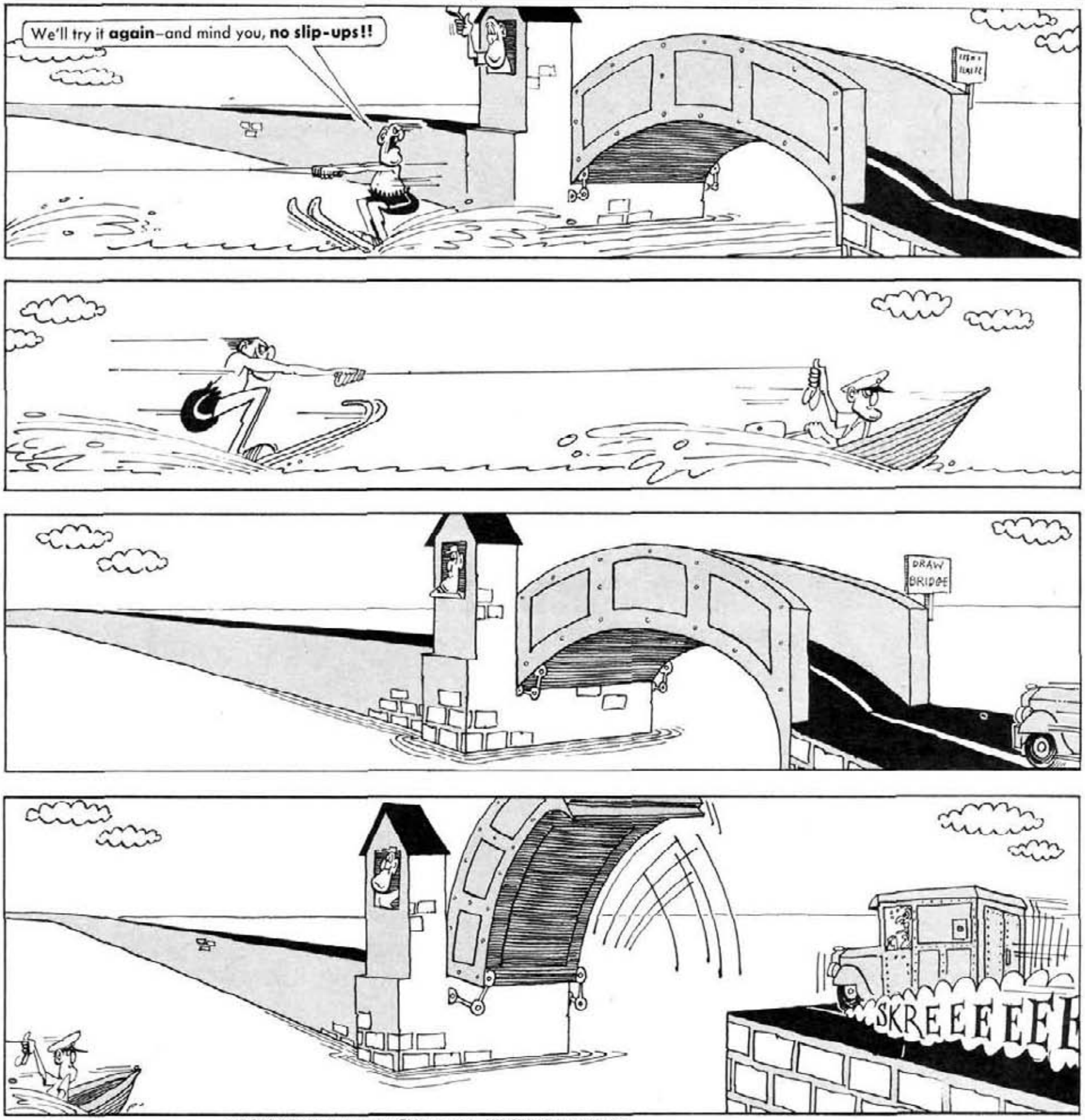


DON MARTIN DEPT. PART I

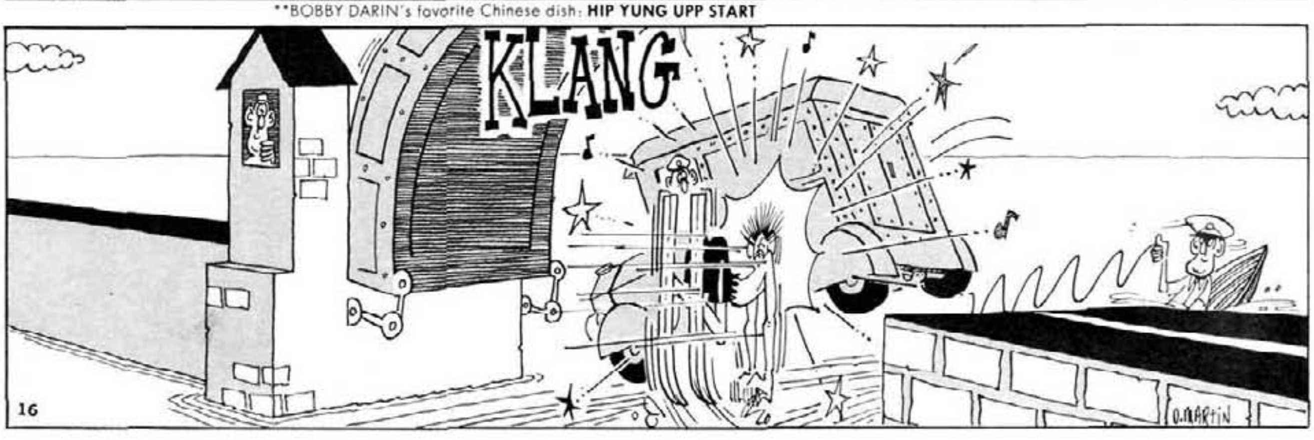
Riding the wave of popularity he recently achieved as author of a paperback book, MAD's maddest artist, Don Martin—who often goes off the deep end—now relates his abridged version of a toll tale . . . mainly the time he went

WATERSKIING





BOBBY DARIN's favorite Chinese dish: **HIP YUNG UPP START



BLUE CHIPS OFF THE OLD BLOCK DEPT.

A common practice among Big Business Organizations is to set up scholarship funds and research grants bearing their names. They do this for two important reasons: To cast a good corporate image



. . . and to try to make the public forget that the founders of these corporations were a bunch of money-grabbing bandits!



They do it for another reason, too. They hope that the young people who benefit by these scholarships and fellowships will eventually go to work for the corporations that sponsored them.

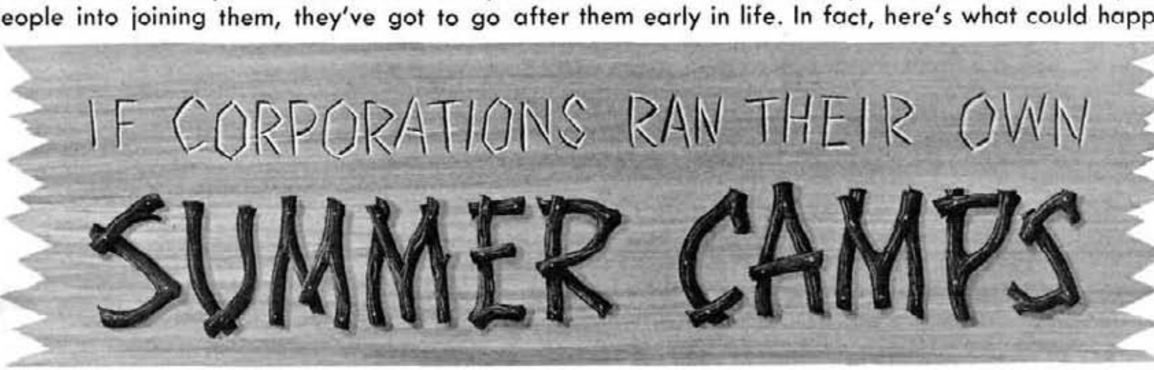


This type of activity is commonly known as "Philanthropic Public Service." It is also known as "Sneaky Advertising!"



**DAVID SUSSKIND's favorite Chinese dish. TOO LONG YAK YAK

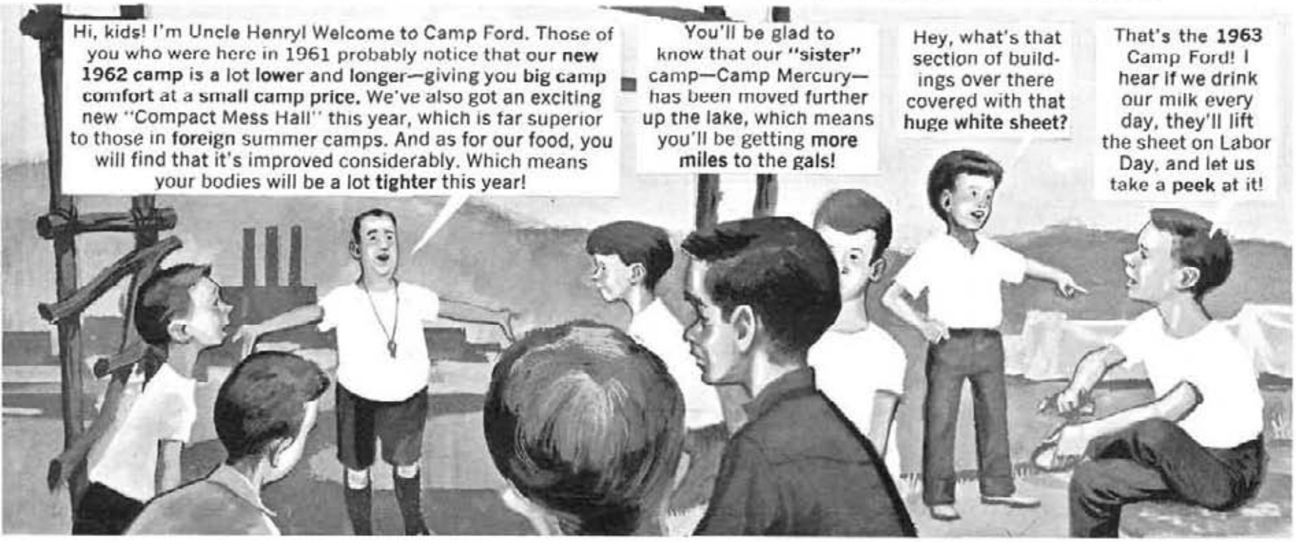
However, it doesn't always work! Many people who benefit by scholarships and research funds from one corporation often go to work for competitive companies. And MAD has discovered why this happens. Big organizations are not brain-washing young men and women at an early-enough age! People in their late teens and early twenties are too independent. MAD feels that if corporations want to lure young people into joining them, they've got to go after them early in life. In fact, here's what could happen



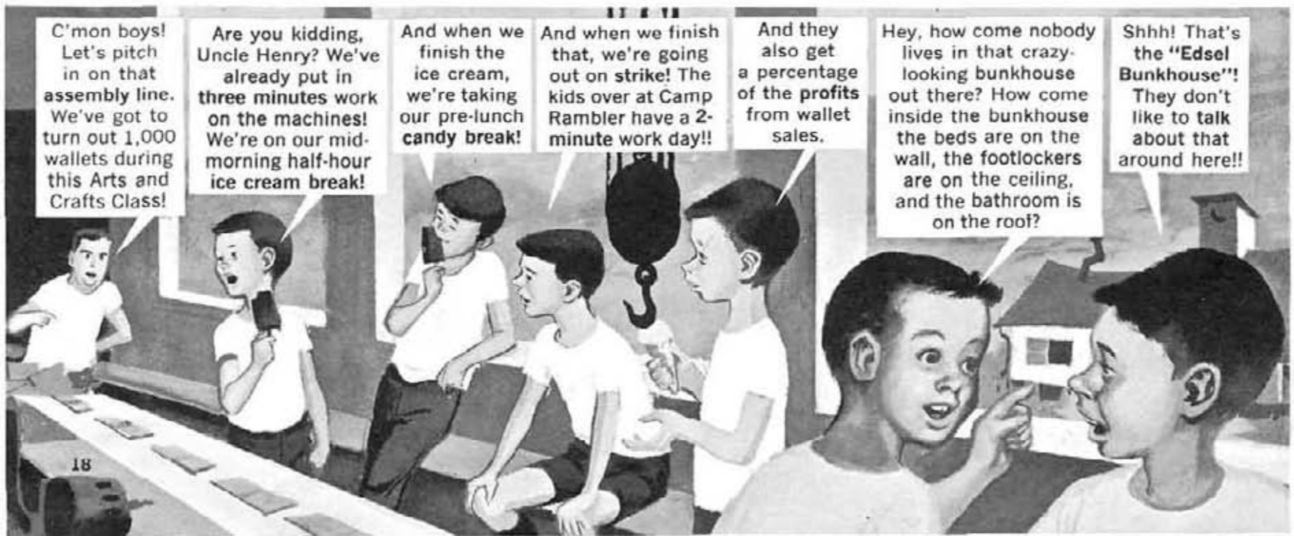
ARTIST: BOB CLARKE WRITER: LARRY SIEGEL

CAMP FORD

TO INDOCTRINATE FUTURE EMPLOYEES OF THE FORD MOTOR COMPANY



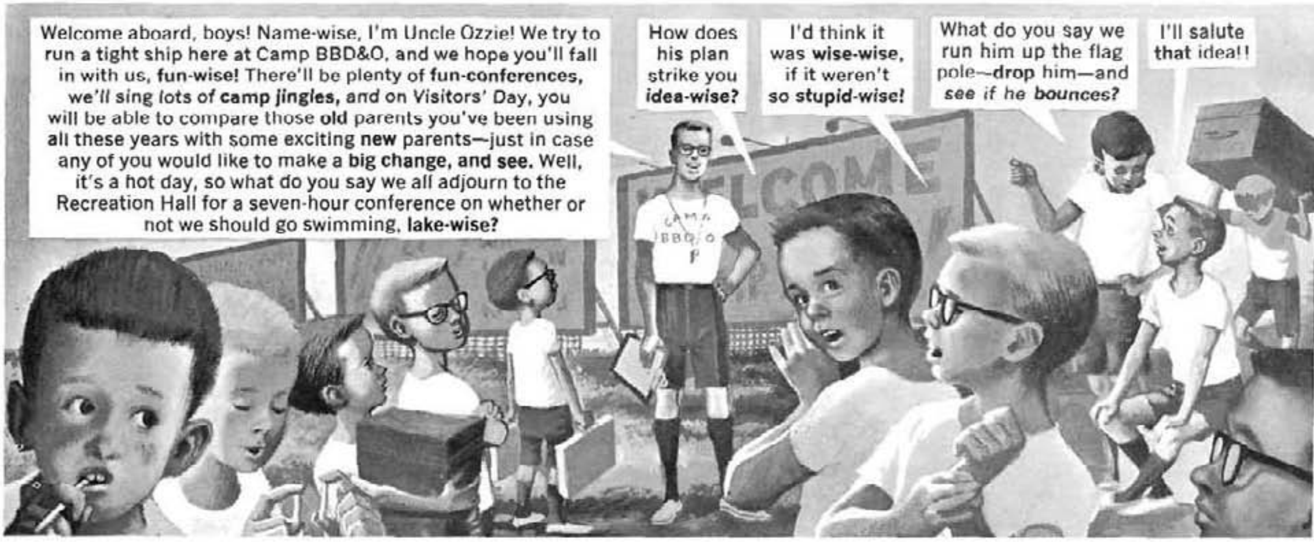


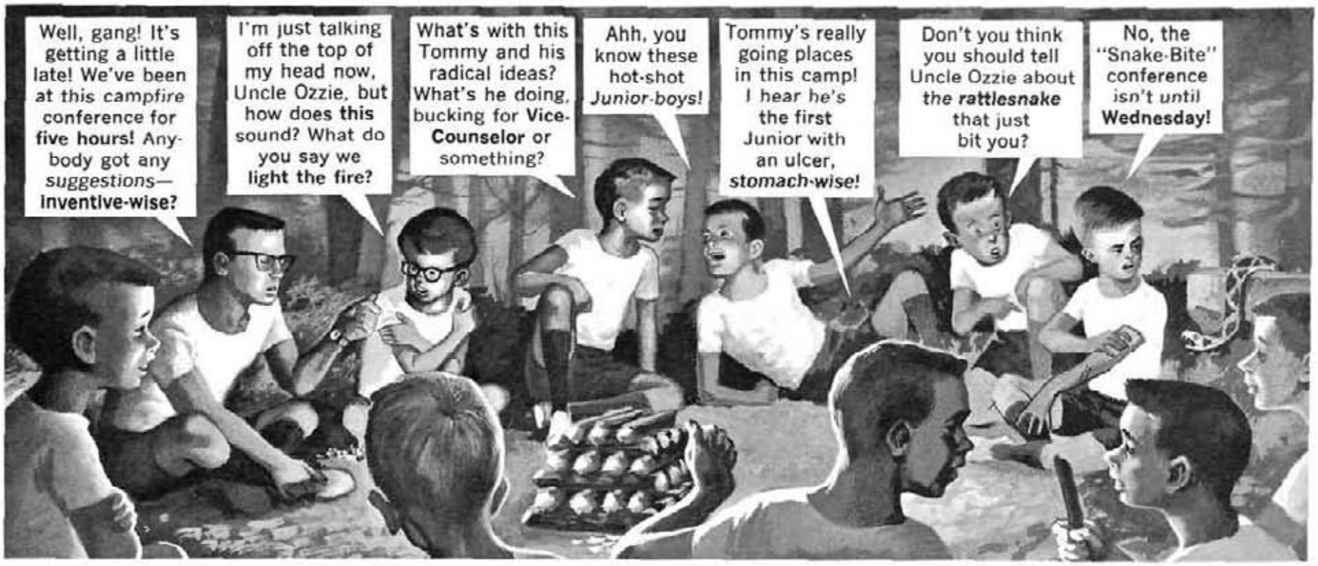


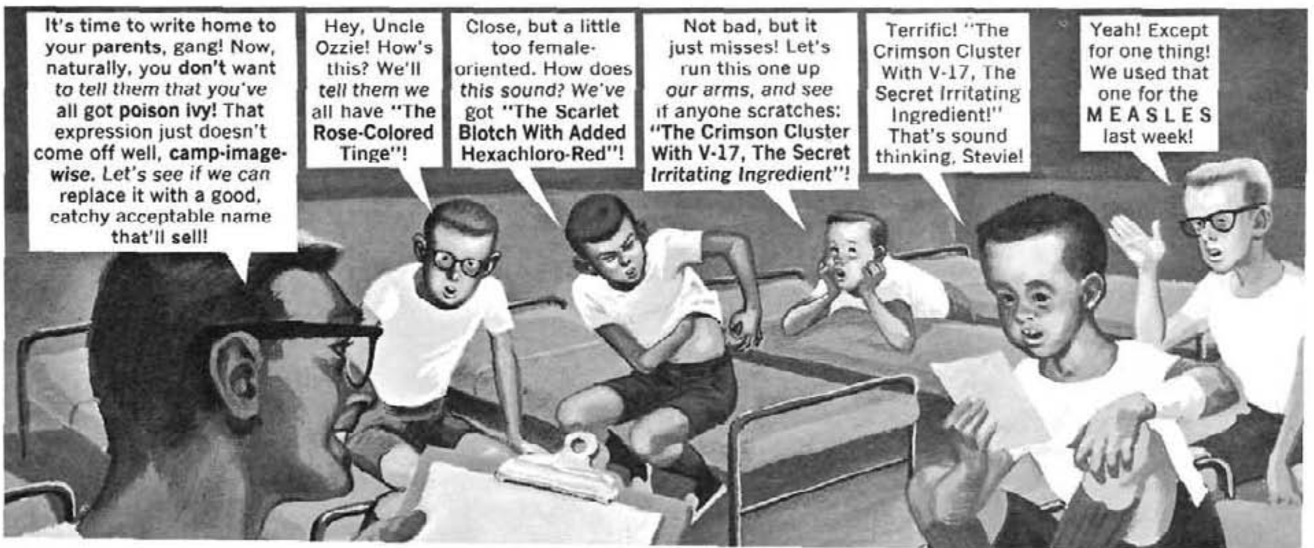
"BOB HOPE's favorite Chinese dish: **SKI NOS KWIP KWIP**

CAMP BBD&O

TO INDOCTRINATE FUTURE ADVERTISING AGENCY EMPLOYEES

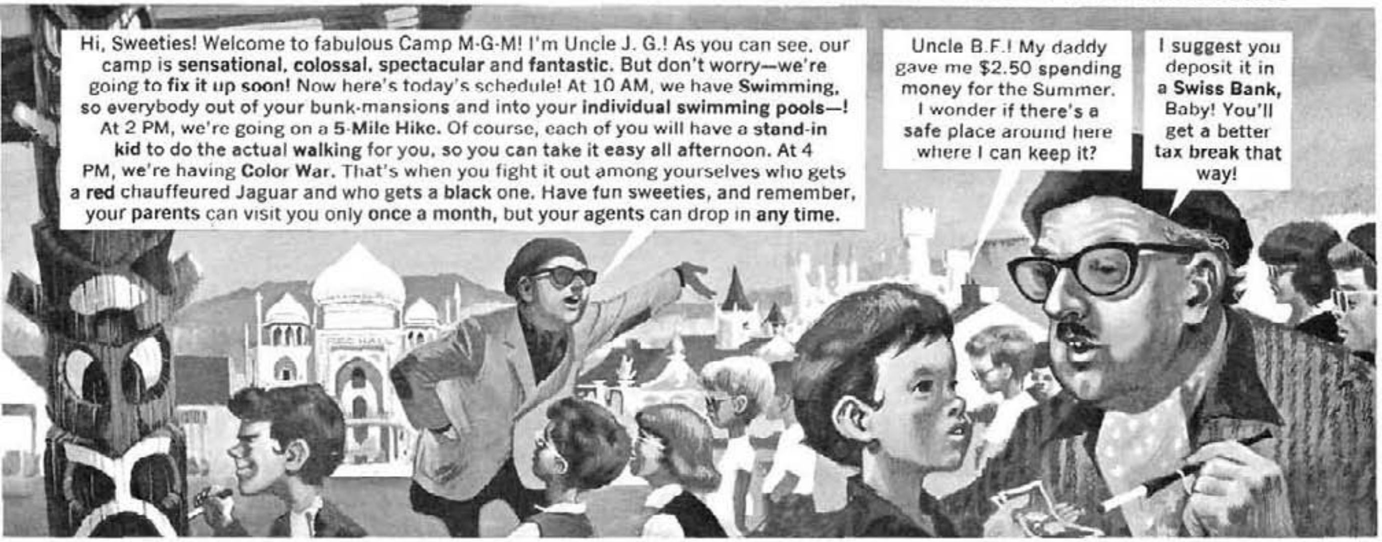




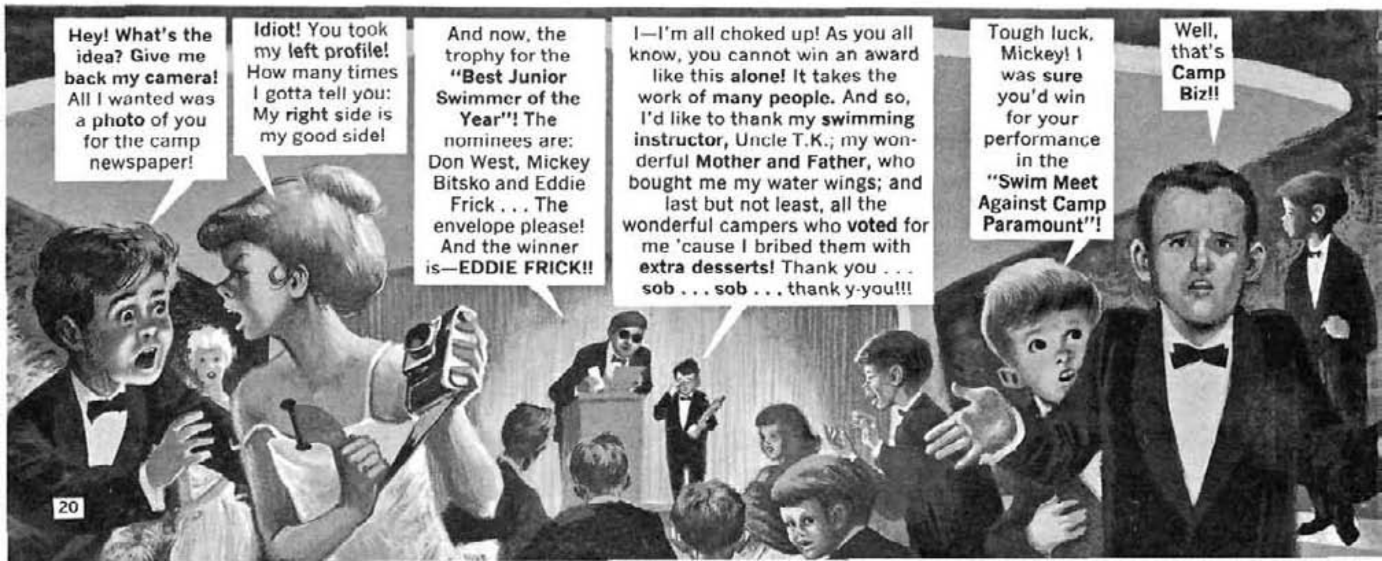


CAMP MGM

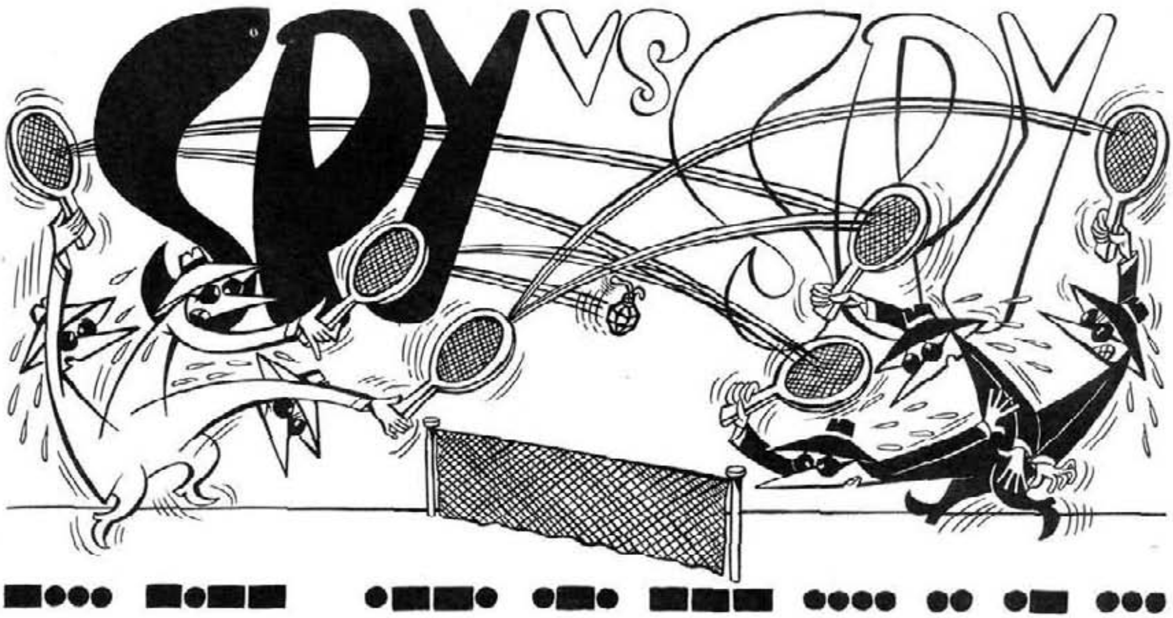
TO INDOCTRINATE FUTURE SHOW BUSINESS PERSONALITIES

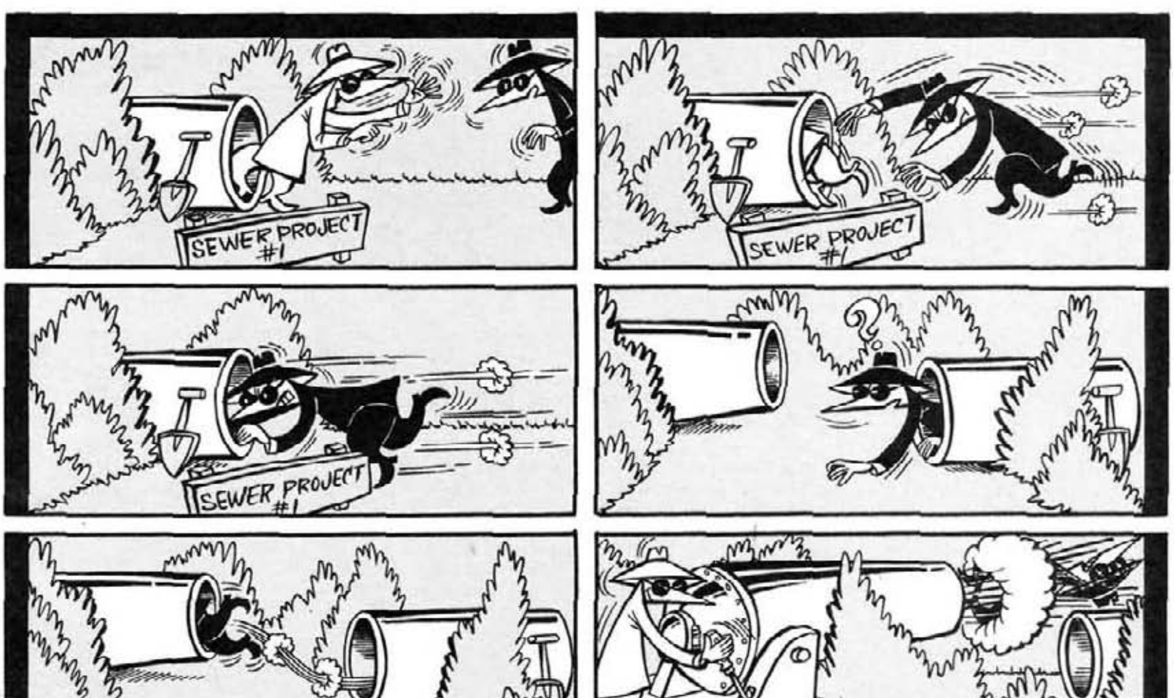






Antonio Prohias, whose anti-Communist cartoons so angered Fidel Castro that he was forced to flee Cuba, brings us another installment of that friendly rivalry between the man in black and the man in white—better known as . . .





*ED SULLIVAN's favorite Chinese dish: REE LEE BIG SHOO

FREEDOM WITH SPEECH DEPT.

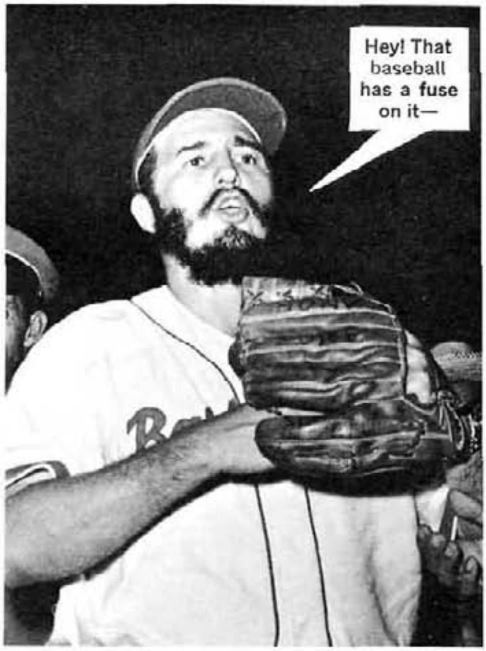
In the last issue of MAD, we re-printed several very funny captioned-photographs from Gerald Gardner's new book "Who's In Charge Here?" The reaction to this kind of humor was so enthusiastic that we all decided to invite Gerry to continue his work on a regular basis for MAD. Here, then, is his first collection of photos for the new MAD feature which we call —

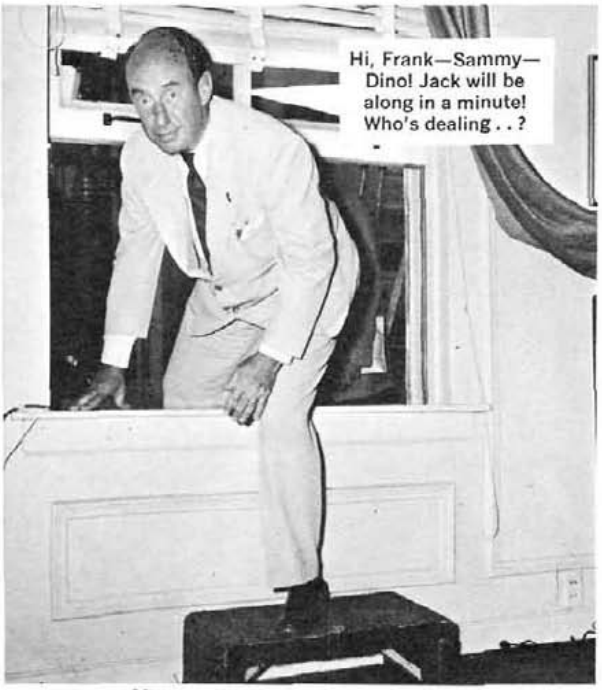
SPEAKING

BY GERALD GARDNER

Photos by UPI and Wide World









FROM PICTURES









PAUL J. GETTY's favorite Chinese dish: **NO GO HUNG REE

STOP-GAP THE PRESSES DEPT.

Now is the time when business organizations all over the country are trying to lick the problem that arises when key men take off on their vacations. Mainly, they have to fill in with "Summer Replacements." And this got us

WHEN NEWSPAPER ED

AND "SUMMER REPLACE

ALL THE NEWS THAT FITS, WE PRINT

The Daily

VOL. 45, No. 205 WEDNESDAY

REDS OUTSLUGGED BY WEST IN U. N. TILT

By Biff Smeed, Sports Editor

U.N. Correspondent Byron Farfel is on Vacation

NEW YORK, July 23—More than two thousand screaming fans packed the United Nations General Assembly auditorium today to see Adlai Stevenson's revitalized West squad outslug Valerian Zorin's Reds in a bitterly fought contest. The score was West 58, Reds 43.

The opening minutes of the encounter were highlighted by a display of fancy footwork by India's Krishna Menon, who refused to reveal which side he was playing for. He eventually took himself out of the game.

The outcome of the bout, fought over a Pakistan proposal to construct a fall-out shelter underneath the Secretariat, was in doubt from the opening period. At one point in the initial frame, Coach Zorin remarked, "We have a slim chance!" He was referring to Assembly President Mongi Slim of Tunisia, whose hoped-for support could have swung the game the Reds' way. However, Slim failed to go to bat for them.

All hope for the Reds seemed to vanish in the second stanza when West star, Sir Patrick Dean of Great Britain, unleashed a mighty blast which went way over the heads of nearly everyone in the auditorium. However, the Czechoslovakian delegate, playing deep in Left, caught the Briton's drive, and hurled back a screaming peg of "Imperialism!"

But West Coach Stevenson had an ace in the hole. Onto the Assembly maples strode hard-slugging pinch-hitter Dean Rusk, called up from Washington the day before. As a hush fell over the gathered crowd, Rusk caught the opposition Red-handed with a resounding smash through the middle of their counter-proposal, namely moving the entire U.N. to the island of Tristan de Cunha.

Story continued on page 27.



WORLD NEWS ROUND-UP

Compiled by The Classified Ads Dept.

News Editor Brooks Pippit is on Vacation

FOR SALE

852,600 square miles of land in Northern Africa. Must unload immediately. Contact C. De Gaulle, Paris, France. No reasonable offer refused.

FOR SALE. Several thousand choice lots suitable for home or temple-builders, recently acquired in Goa. Will subdivide to suit interested parties. P. Nehru, New Delhi, India.

HELP WANTED

HELP WANTED. Liberal candidates to campaign against coalition of Southern Democrats and Conservative Republicans who are blocking my legislative program in Congress. Write J.F.K., The White House, Washington, D.C.

PERSONAL

Anyone with information as to the whereabouts of V. Molotov, Soviet Union ex-diplomat, please contact his family through this newspaper.

I am no longer responsible for the debts of The Republican National Committee, having washed my hands of the whole Presidential scene, at least temporarily. R. Nixon.

LOST. One Eastern European Satellite, vicinity of Peiping. Answers to the name of Albania. Substantial reward offered due to sentimental value. Call N. Khrushchev, Kremlin, Moscow, U.S.S.R.

INVESTORS

Send for free brochure outlining new Investment Plan in Non-Profit Organization now trying to unload Bonds for much-needed financing. Write to U Thant, U.N., New York City.

Dynamic young executives needed to protect newly formed independent organization from outside competition. Contact

to wondering what happens on a newspaper when this same problem arises. Here, then, is the chaos resulting...

ITORS GO ON VACATION

MENT" EDITORS TAKE OVER

ARTIST: JOE ORLANDO
WRITER: FRANK JACOBS

Potrzebie

NEWS IN PRINT, THAT'S ALL WE FIT

JULY 24, 1962 — TEN CENTS

THE WEATHER OUTLOOK

By Gossip Columnist Fenwick Snoopgrabber

Weather Editor Max Gribbish is on Vacation

Friends are concerned about the condition of that Southwest dry air mass moving in from Salt Lake City. It could *mean drought . . . No one wants to admit* it openly, but Minneapolis and St. Paul are sharing the same Isotherm . . . Don't invite a cold air mass and a 60-mile-an-hour gale wind to the same occluded front . . . It's a hurricane for the Clearwater, Fla., Weather Station. Let us know the minute you decide on a name for her, kids!

* * * * * *

The Eastern cold fronts are feuding. ***Seems neither of them can agree on a*** **mutual barometric pressure reading . . . Insiders are whispering about the hush-*hush meeting between that nimbus cloud* mass and the rising thermometer over Grand Rapids, Michigan. Could mean trouble for some nice folks, meaning the boys at the Grand Rapids Weather Bureau who predicted Fair Weather. Because it's gonna rain like heck!**

* * * * * *

Bookmakers are giving 8 to 5 against the Amarillo warm front becoming stationary. There are few takers . . . That was *no thunder shower you saw with* that Ohio high pressure system last Friday. Just an out-of-State rain cloud that got loaded . . . *Look for a reconciliation* between the sub-continental air mass and the over-all humidity index. Surprise! That Oklahoma windstorm and that Texas high-pressure system are Pfffft. So are a few thousand houses along their path—pffffft! Friends blame a visiting Kansas cyclonic disturbance.

* * * * * *

An Open Letter to The United States Weather Bureau: Dear "Goofed-Agains," *I simply can't understand how, with all* your advanced equipment and knowledge, you could have possibly predicted clear skies *for the North Atlantic* Seaboard last Saturday. All you had to do was look out the window of your offices in Washington, *D.C.*, and you would have known that it had been snowing since Friday night with no sign of let-up. If you ask me, something ought to be done.

* * * * * *

POOR SCRIPT, SLOW DIRECTION MAR PREMIERE OF ACME STRIKE

By Clive Funkhauser, Drama Critic

Labor Editor Ed Scurvy is on Vacation

DETROIT, Mich., July 23—Midway in the second hour of Union Boss Mike Mollusk's new production, "The Solid Gold Fringe Benefit," which opened last night at the Acme Elevator Button Plant, one striker plunged his fist into the solar plexus of a mediator and quipped, "Get your #$%*! hands off my Union Button!"

It was at this point that the comedy, which had been bogged down until then by dull dialogue and uninspired direction, came alive to electrify the first-night audience, made up primarily of newsmen, bloodthirsty onlookers, and a stand-by division of the Michigan State Militia.

Unfortunately, this brief but brilliant outburst of excitement was never equalled throughout the rest of the evening, which is surprising when one considers Mollusk's past successes, "The Three-Penny Wage Hike" and "The Unsinkable Pension Plan," which ran 300 performances.

The trouble can be traced mainly to the script, a hackneyed affair by the Acme Labor-Management Council, which gave muscle-bound star, Rock Rotgut a few chances to display his prowess as a strike-breaker, but otherwise fell short creatively. In fact, the basic plot of the production, which deals with a Union demand for pinball machines in the Workers' Lounge, is scarcely one that holds any interest.

All in all, "The Solid Gold Fringe Benefit" is something to be missed.



**CONRAD HILTON's favorite Chinese dish: FAR FLUNG TAI KOON

GALA BON VOYAGE PARTY HELD FOR AUGIE LASAGNA

By Emily Heathcliffe McBain, Society Editor

Police Reporter Hank Dreggs is on Vacation

CHICAGO, Ill., July 23—A Bon Voyage Party was held for Augie ("Killer") Lasagna, of the Cicero, Illinois, Lasagnas, in the tastefully decorated Mahogany Room of the Cook County Courthouse today.

More than 100 friends and well-wishers were in attendance at the gala affair as Judge Milton Abernathy, attired in a single-piece ebony robe, presented Mr. Lasagna with a going-away gift for his 30-year vacation sojourn at Illinois State Prison.

Co-hosting the sparkling occasion, along with Judge Abernathy, was Bailiff Philo P. Mulvaney III, of the South Side Mulvaneys, and Courtroom Guard Myron Haverstraw, of the Haverstraw Delicatessen Haverstraws, who made the actual presentation of the gift, a pair of stainless-steel handcuffs.

Among the attendees was Prosecuting Attorney Pembroke Rafferty who was solely responsible for the party's arrangements, and without whom the event could never have been held. It was Mr. Rafferty who invited Mr. Lasagna to the affair, a complete surprise to the guest-of-honor.

Another distinguished guest was Harry J. Piltdown, Mr. Lasagna's Defense Attorney, who presented him with another unsuspected gift: A statement of Lawyer's Fees amounting to three thousand five hundred dollars.

Other people of note included Mr. Lasagna's wife, Stella (nee Cowznofski). She was accompanied by Alvin ("Fink") O'Hara, whose testimony for the prosecution assured Mr. Lasagna of his upcoming, richly deserved extended holiday.



Guest-of-honor at gala affair gets going-away gift.

QUICKSILVER, 3, DIES; THOUSANDS MOURN PASSING

By Danton Faversham, Obituary Editor

Horse Racing Editor Bob Taylz is on Vacation

NEW YORK, N. Y., May 23—Quicksilver, a brown gelding of the Limbo Stables, died today at 3:22 PM in the stretch at Belmont Park Race Track. He was 3 years old.

According to witnesses at the track where the 4-to-5 favorite was racing in the Halvah Stakes, death was due to a lack of exertion followed by the passing of the gelding by the rest of the field. Quicksilver suffered a sudden loss of speed after the final turn, and was unable to recover, finishing seventh in a field of seven.

Surviving are his owner, Mrs. Beauregard Hamster; his jockey, Willie Bootmaker, and the thirty-five thousand fans who wagered $785,952 on the three-year-old's losing effort.

Memorial services were held immediately in the grandstands as thousands upon thousands of pari-mutuel tickets were torn up with a groan.

The wake will be held this evening in Glennon's Bar, 3rd Avenue and 55th Street.



Quicksilver mourners register grief at sudden loss.

Cynthia Rancid In Merger With Seymour Entwhistle III

By Brook Stockmire, Financial Editor

Nuptials Editor, Hermione Riceflinger is on Vacation

After several months of hectic behind-the-scenes maneuvering by the principals, the merger of Cynthia Rancid with Seymour Entwhistle III was effected at 1:28 P.M. yesterday behind closed doors at the First Congregational Church.

Considered to be one of the key consolidations of the current fiscal year, the transaction was followed by a general conference in the vestry rooms, attended by the principals and their associates, who, publicly at least, expressed hearty approval of the new partnership.



Newlyweds preside at meeting of interested parties

The bride, it is understood, will serve as Senior Partner for the newly formed group. She is the daughter of Mr. and Mrs. Oliver Rancid. Mr. Rancid manufactures an extensive line of firearms, one of which, his Model 528-A shotgun, was effective in the finalizing of yesterday's merger.

The junior partner of the firm is the son of Mr. and Mrs. Hiram Entwhistle. Mr. Entwhistle is President of a successful pushcart operation. Closely informed circles express the belief that the merger will result in an executive position at the Rancid Firearms plant for the groom, who has trained for this position by collecting Unemployment Compensation for the past 52 weeks.

In successfully completing the merger, it has been speculated that the groom's campaign exceeded the bids of several other suitors who had been negotiating. Both members of the new partnership, refused, however, to discuss how the merger will change their dealings with former associates.

Editorial Cartoonist Fred Von Scratchboard is on Vacation, Today's cartoon is by Sports Cartoonist Vic Strathmore



"A hook or a slice can get us all in trouble. The only way to play this course is straight down the middle of the fairway!"

AT THE MOVIES

By Mavis Boondock, Poetry Editor

Movie Critic Lloyd Esterhazy is on Vacation

A drama of lust, called "The Passionate Spinster,"
Is now on the screen at the RKO Finster;
It tells of a hot-blooded Girl Scout recruiter
Who ruins the life of Paul Anka, her suitor;
The role of the spinster with no self-control
Gives Barbara Stanwyck a heart-stirring role;
A scene of great love and emotion is offered
When she kills her son, played by Broderick Crawford,
A ne'er-do-well dope-pusher up to no good,
Who's run off to Utah with Natalie Wood;
The picture is one you'll enjoy, I am sure,
As well as the co-feature, namely "Ben Hur."

HEARTBREAK HELEN'S

Advice To The Lovelorn

By Bruno J. Grunion, Science Editor

Heartbreak Helen is on Vacation

Dear Heartbreak Helen:
I'm so miserable. My boy friend keeps going out with other women even though I plead with him not to. I am at my wits' end, and feel like killing myself. What can I do?

Despondent

Dear Despondent:
I suggest curare. It is a powerful and quite deadly South American poison made from various plants and related to strychnine. The natives of South America use curare as an arrow poison for hunting. When injected into the bloodstream or outer tissues of the body, it paralyzes the nerves that control breathing. Best of luck.

Dear Heartbreak Helen:—
The other night, my husband came home blind drunk and reeling. When I opened the door, he punched me right in the eye. I told him he had no right to do that, and if it happened again, I'd go to the Police. But he just laughed and said the law was on his side. Is he right?

Black-and-Blue

Dear Black-and-Blue:
Most certainly he is. He was obviously referring to Newton's Third Law of Motion which states in part that a body in motion (his fist, in this case) remains in motion with a uniform velocity and in a straight line unless some outside force (your eye) changes that motion. If you'd like some laws which would be on your side so you can get even, I'll be glad to supply them for you. Just send a self-addressed stamped envelope.

Dear Heartbreak Helen:—
Will I ever find "the guy" for me? I've dated so many fellows, and have come home sick and disgusted from each and every one of them. They're either too smart, or too dumb, or ill-mannered, or overly condescending, or radical, or conservative, or fat, or thin, or tall, or short or something. Where can I find the "perfect" guy for me to love?

Searching

Dear Searching:
Although we have no actual proof, there is a distinct possibility that life exists on other planets in distant galaxies and is comparable to our own here on Earth. You may find the kind of creature you're looking for on one of these planets. If science continues its rapid advance, contact with this life could be made in the next 200 years. Have patience.

TODAY IN ASTROLOGY

By Health Editor Marvin Mungg, M.D.

Astrology Editor Irving P. Zodiack is on Vacation

LEO July 22—August 21
A good day to surround yourself with the comfort of friends and the protection of a deodorant.

VIRGO Aug. 22—Sept. 22
Today, a friend will bring you money, or a loved one will bring you a gift, or a dentist will tell you that your bad breath may be caused by improper cleaning of your dentures.

LIBRA Sept. 23—Oct. 22
Do not sign any important papers today until you have your yearly checkup with your oculist. You know that fine print!

SCORPIO Oct. 23—Nov. 21
Avoid arguments with loved ones today. They can aggravate that peptic ulcer of yours.

SAGITTARIUS Nov. 22—Dec. 21
Prospects of romance are remote unless you play your cards right. Prospects of athlete's foot are excellent unless you change your socks more often.

CAPRICORN Dec. 22—Jan. 20
Whatever you are planning to do today, don't attempt it. You are actually very ill.

AQUARIUS Jan. 21—Feb. 19
Spend the morning in silent contemplation over the fact that failure to deal with your itchy scalp is sure to result in baldness. Spend the evening brushing your hair vigorously.

PISCES Feb. 20—March 20
A good day to become excited over new projects, such as investigating the importance of your pancreas, non-function of which can lead to diabetes.

ARIES March 21—April 19
An excellent day to conduct business, such as paying your doctor up to date on past bills due him.

TAURUS April 20—May 20
Beware of thin, tall, dark women with large eyes and sultry lips. They may be suffering from vitamin deficiencies.

GEMINI May 21—June 21
Try to get out of the house today. If you can't make it to front door, it means you're suffering from Ellington's Disease—or maybe even . . .

CANCER June 22—July 22

SWITCH-CRAFT DEPT.

As you have seen in the previous article, a newspaper is not quite the same when "Summer Replacements" take over. And the same would go for other fields of endeavor, like when doctors, lawyers and garbage men go on vacation. Here, then, is MAD's version of what might happen . . .

IF THEY HAD SUMMER REPLACEMENTS IN EVERYDAY LIFE

ARTIST: GEORGE WOODBRIDGE
WRITER: FRANK JACOBS

IF AUTO MECHANICS WERE REPLACED BY





IF GARBAGE COLLECTORS WERE REPLACED

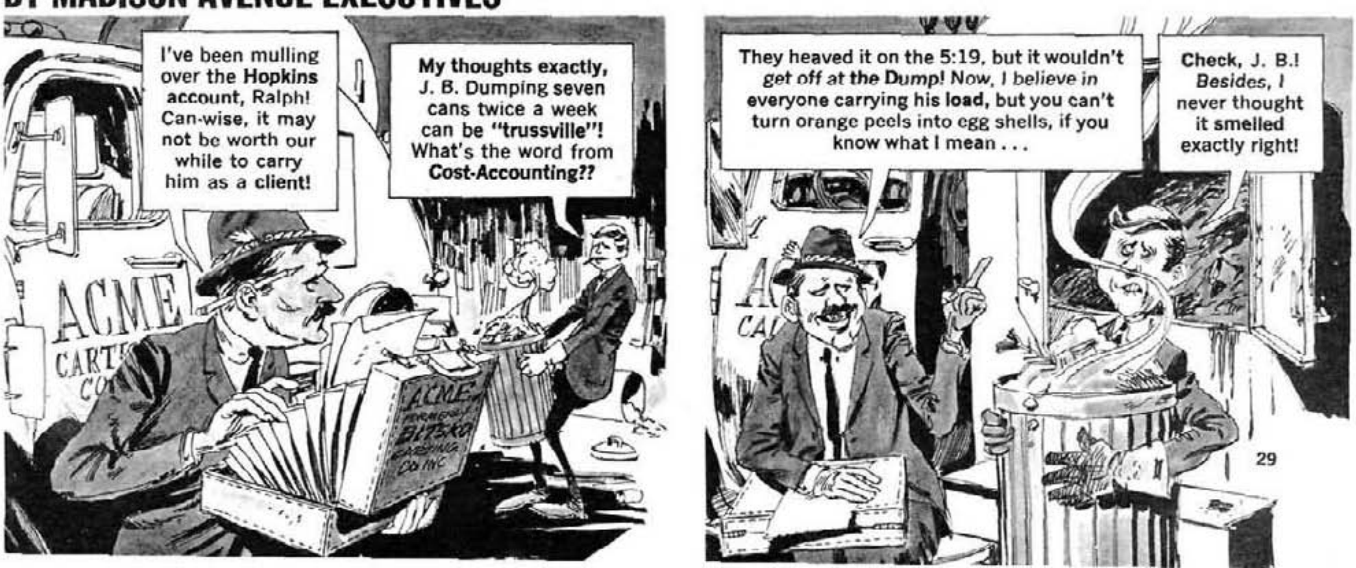


DOCTORS

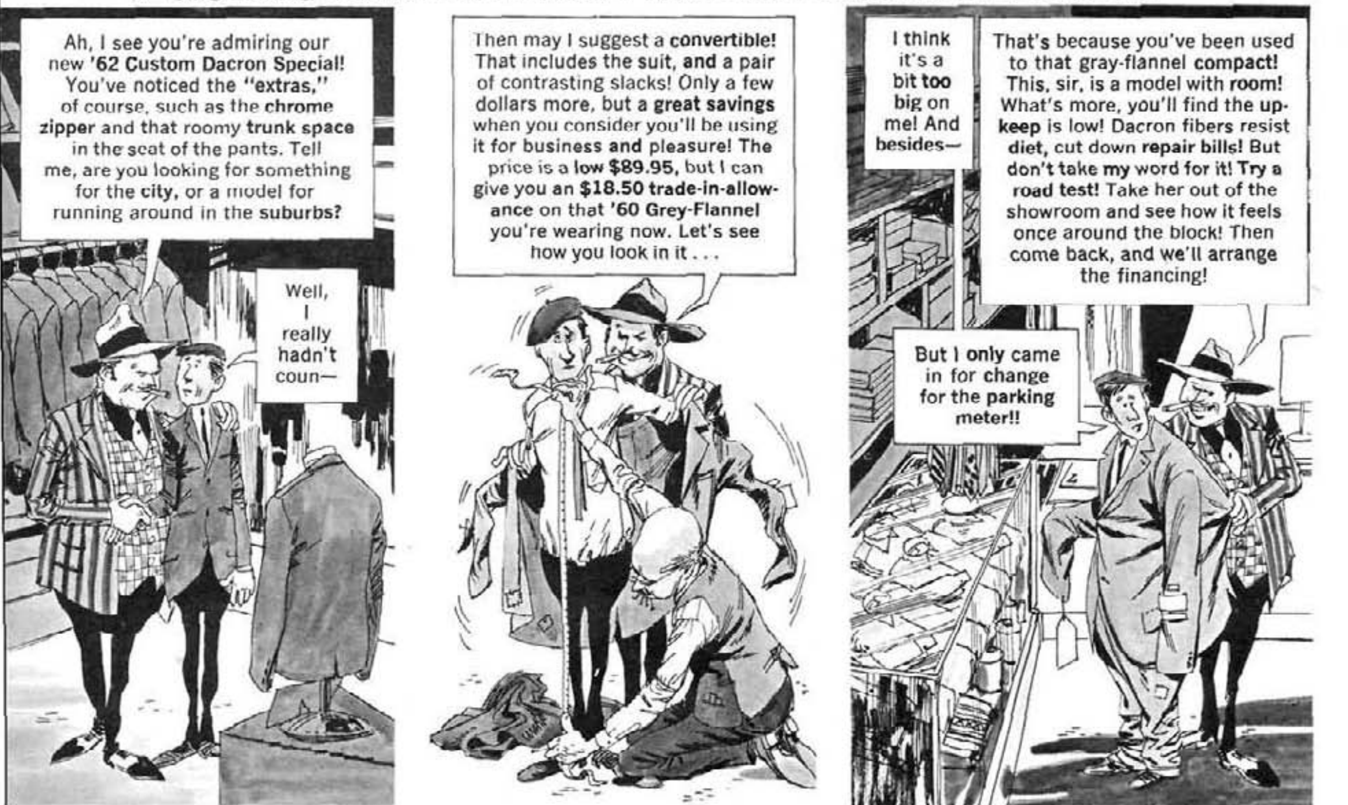


KIM NOVAK's favorite Chinese dish: **KIM SUM HUNG CHICK

BY MADISON AVENUE EXECUTIVES



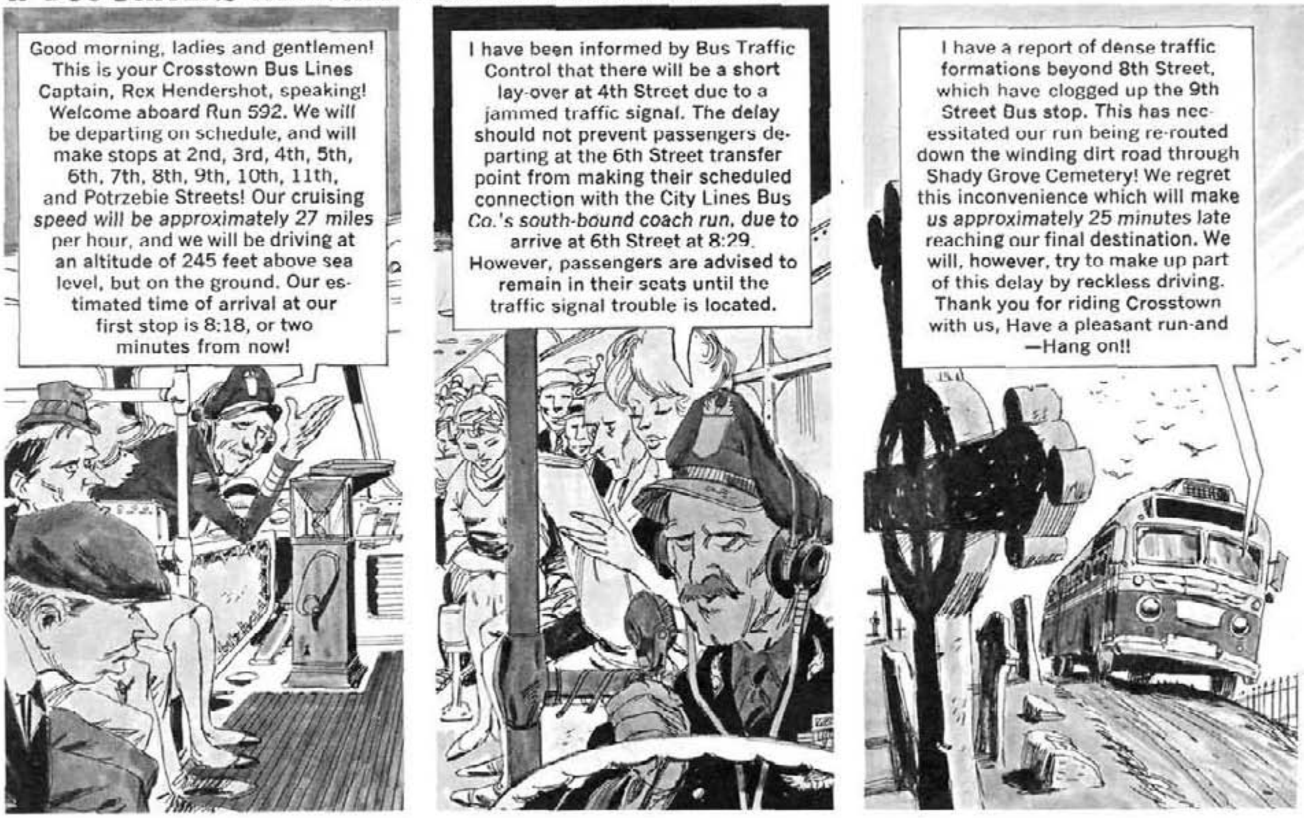
IF CLOTHING SALESMEN WERE REPLACED BY AUTOMOBILE SALESMEN



IF BARBERS WERE REPLACED BY LAWYERS



IF BUS DRIVERS WERE REPLACED BY AIRLINE PILOTS



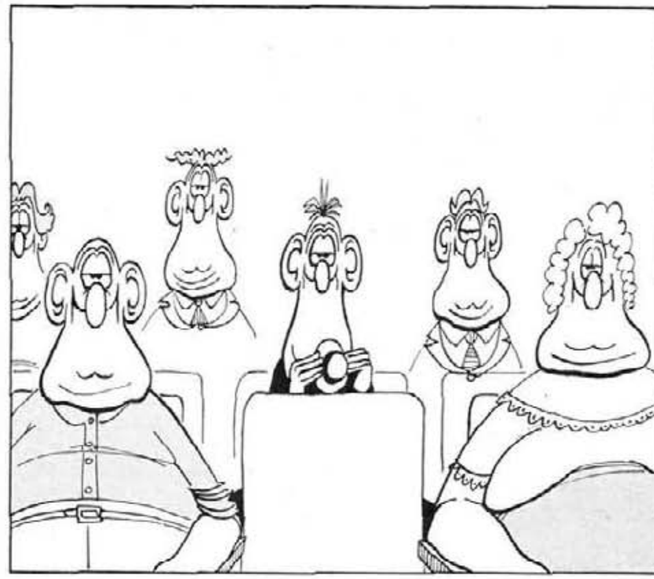
••NIKITA KHRUSHCHEV's favorite Chinese dish: SHOO OFF RAPP RAPP



DON MARTIN DEPT. PART II

Don Martin's favorite film fare is the color cartoon. Unfortunately, he never gets to see one—because when he comes in, the cartoon characters stop performing to laugh at him. Like f'rinstance when this happened

AT THE MOVIES

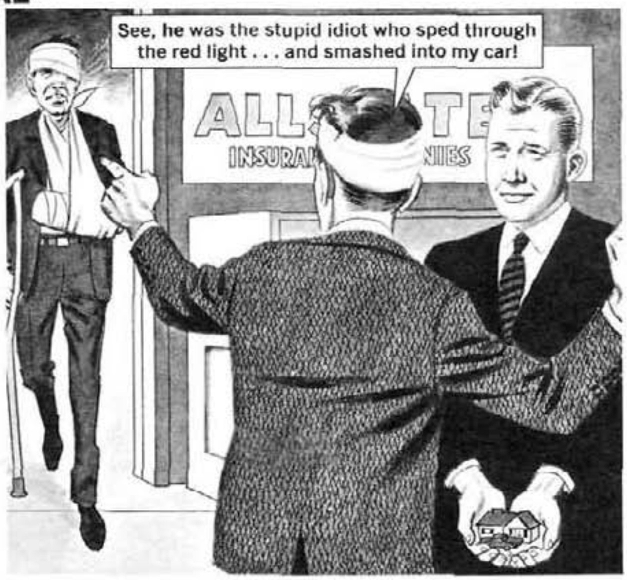




TV ADS WE'D LIKE TO SEE

THE ALL-STATE INSURANCE COMMERCIAL





THE ANACIN COMMERCIAL

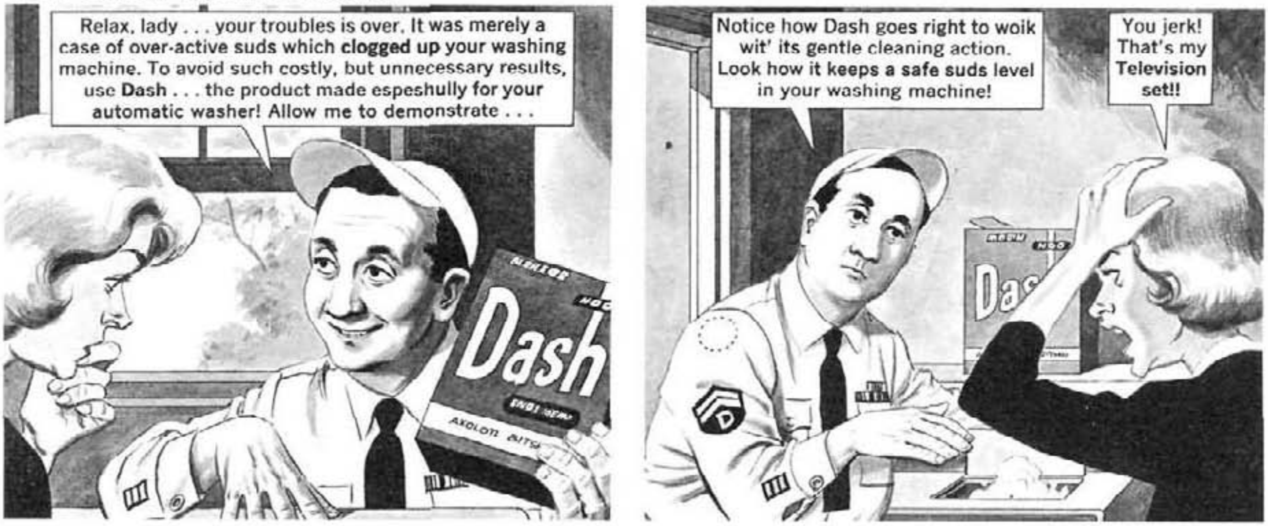




ARTIST: WALLACE WOOD WRITER: EARLE DOUD

JOEY BISHOP's favorite Chinese dish: **TOO FEW HAR HAR

THE DASH COMMERCIAL



THE IMPERIAL MARGARINE COMMERCIAL



THE RALEIGH CIGARETTES COMMERCIAL

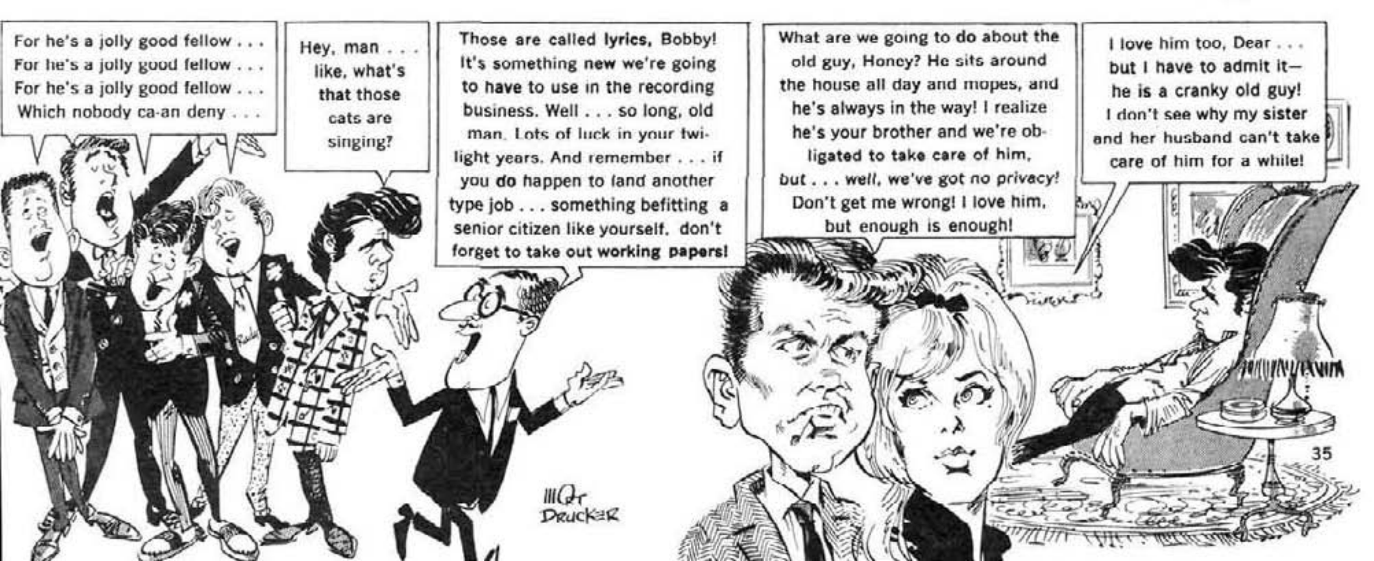


Regardless of how we feel about it personally, it really looks like "Rock 'n' Roll" music is slowly on its way to extinction. The airwaves trend, which started with a New York radio station and is now spreading throughout the country, seems to be away from the "Big Beat" and toward more *gentle* music. If this trend continues, we can't help thinking how it will affect the nation . . . especially when it has to face up to . . .

THE ROCK 'N' ROLL SENIOR CITIZENS' PROBLEM

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL






Whadda-ya wanna do today, Elvis?
I dunno! Whadda-you wanna do today, Chubby?
Well, that's the 83rd time I beat you in checkers today, Ricky! How about a game of shuffleboard . . . ?
Not now, Fabe! Today is my 18th birthday! I think I'll just kinda relax and think about death!
. . . and remember Bobby Rydell? And remember that great oldie: "Big Bad John"? And remember that great old dance, the "Twist"? And remember . . .
What a memory Frankie has! But I guess it's a sure sign of age when you start to reminisce like that!
You guys make me sick! I mean, like, all you do is sit around in the park all day and rot! Well, man, like I'm gonna do something in my twilight years! I hear the President is gonna talk about us Rock 'n' Roll Senior Citizens on TV tonight!
Fellow Americans—our country is in the midst of a serious crisis! Ask not what Rock 'n' Roll singers can do for you—ask what you can do for Rock 'n' Roll singers! I say it's wrong for a country as rich as this to neglect our Rock 'n' Roll Senior Citizens. We must find jobs for them, offer them medical care, and set up Rest Homes for them. It's the decent thing to do. After all, look what a wonderful thing they've done for us! They've stopped singing!!
Well, Mr. Aphasia, all your expenses for your stay at this hospital have been paid by the government. It's a wonderful thing that you senior citizens are cared for when you're stricken with infirmities peculiar to your age. Good-bye, and rest assured that you will never get Chicken Pox again!
Thanks, Doc! Now, I think I'll finish out my life doing useful things at the new "U.S. Home for Rock 'n' Roll Senior Citizens"!
Whadda-ya wanna do today, Elvis?
I dunno! Whadda-you wanna do today, Chubby?
Well, that's the 91st time I beat you in checkers today, Ricky! How about a game of shuffleboard?
No, I'm saving my strength for tonight! It's my turn to switch on the TV set!
. . . and remember Brenda Lee? And remember the Everly Brothers? And U.S. Bonds? Y'know they named some government certificates after him? And remember . . .
Stop it, you guys! Stop it! Like, we might as well be back in the park! Well, man, I'm not gonna sit around here and decay! I'm going to school under the Government's new "Rock 'n' Roll Senior Citizens' Re-Education Program!"
No, Mr. Aphasia! That's not the way you spell "Baby"! Honestly, I'm all for the President's program to rehabilitate you old guys, but you're never going to be promoted out of the 3rd grade if your work doesn't pick up! Tell me, what do you want to do after you graduate?
BAY-BEE
A
Well, you know . . . I mean . . . like, well, man . . . like I thought I might be . . . you know . . . I thought I'd like to be a speech teacher!
So anyway, man, going to school didn't like work out, and I thought I'd look for a job!
Well, Mr. Aphasia, after going over your background, I see that—outside of Rock 'n' Roll singing, you've had experience in only one other field! Perhaps you'd like to go back to it?
GOVT. EMPLOYMENT OFFICE
HIRE ROCK 'N' ROLL SENIOR CITIZEN WEEK
I don't know, Mr. Aphasia. Although this is the one field you've had experience in before turning to R & R, I'm not sure if it's wise for you to return to it!
But, look, man . . . outside of Rock 'n' Roll singing . . . mugging is all I know!
BITSKO

ARISTOTLE ONASSIS' favorite Chinese dish: **WUN DAY YOT SINK



BIG TIME OPERATOR DEPT.

Here we go again with our fictionalized version of things we'd probably find if we were to examine the contents of

A CELEBRITY'S WALLET

WRITER: ARNIE KOGEN

ARTIST: BOB CLARKE

From the Desk of **Abby Greshler**
ACTORS' AGENT

Vince Baby,
Why'd you do it, Sweetheart? I warned you if it ever got out that you played the title role in that "bomb" movie - "MR. UNIVERSE" - it would set your career back ten years! But, no!! You had to go and lose your head when the "Look" reporters interviewed you! Now everybody knows that You were that musclebound moron with the bleached blonde hair! And now the TV stations will grab it for their "Late Shows", and it'll ruin the image we've created of you! Mainly, that you're a brooding intellectual who can ACT!

Disgusted - Abby



Hollywood, California

FISCAL STATEMENT OF ROYALTIES DUE: Vincent Edwards

TYPE OF ROYALTY: Performance SELECTION: "Lollypop"

DATE:	AMOUNT:	EXPLANATION:
April, 1961	.73	
May, 1961	.49	
June, 1961	.23	
July, 1961	.17	
Aug., 1961	.11	
Sept., 1961	3,965.18	After "Ben Casey" started getting popular
Oct., 1961	8,421.89	
Nov., 1961	21,589.22	
Dec., 1961	62,987.47	
Jan., 1962	87,259.28	
Feb., 1962	13.11	After they heard you sing live on the Dinah Shore Show without recording gimmicks
Mar., 1962	.37	

PRINTERS PROOF
Please return
with approval

Mr. Vincent Edwards

cordially invites the staff of "Ben Casey"
to a dinner in celebration of
"The Opening of the New TV Season"

APPETIZER

Melon Rinds Poppy Seeds
Sliced Grape Sections

SOUP

Wheat Germ Chowder Puree of Yogurt
Brewer's Yeast Consomme

ENTREE

Raw Liver with Cottage Cheese
Dried Apricots Fresh Prunes
Schav

Whole Wheat Wafers Ry-Krisp
Melba Toast

BEVERAGE

Carrot Juice Lemon Water
Brioschi

Dinner: 8:00 P.M.
Weight-Lifting: 9:30 P.M.

Herman's Dairy Restaurant 7777 Sunset Strip



Ajax Novelty Manufacturing And Distributing Corp.

Toys, Games, Kits, and other Money-Making Gimmicks

Dear Mr. Edwards:-

We are ready to go into full production on the "Ben Casey Doctor Kit" which you are endorsing. This will include, as agreed, your picture on each of the following: "The Ben Casey Stethoscope," "The Ben Casey Thermometer," "The Ben Casey Band-Aid," "The Ben Casey Bed Pan," "The Ben Casey Doctor Jacket" (with three buttons at the neck that cannot be closed), and "The Ben Casey Kissing Nurse."

We do not feel it necessary or economical to include the other items you insistd upon--"The Sing-Along With Vincent Edwards Operation." Please reconsider, or else we will be forced to begin negotiations with Richard Chamberlain and the "Dr. Kildare" organization.

Milton Ajax

Very truly yours,
Milton Ajax, President

IDENTIFICATION

NAME: VINCENT EDWARDS

ADDRESS: BROOKLYN, N.Y. AND MUSCLE BEACH, CALIF.

OCCUPATION: ~~SEXY LIFE GUARD~~ ~~SEXY ROCK 'N' ROLL SINGER~~
SEXY TV NEURO-SURGEON

IN CASE OF EMERGENCY, NOTIFY:

~~BRIGHTON BEACH BATHS~~ ~~CAPITOL RECORDS~~ THE A.M.A.

To my son – the T.V. Doctor,
Vincent, we are all proud of you. We always knew you would make something of yourself – even when you were hanging around as a life guard at Coney Island and we yelled at you to get a decent job. We do hope, though, that being a successful T.V. doctor hasn't gone to your head.
We think it was rude when your Cousins asked to see you... and you wanted to charge them $10 if you went to their home, and $5 if they came to the studio. That wasn't very nice. Shouldn't they get a break? They're your relatives!

love,
Mother

BING CROSBY PRODUCTIONS
HOLLYWOOD, CALIFORNIA

"BEN CASEY"
INTER-OFFICE MEMO
TO: Vincent Edwards
FROM: James Moser, Executive Director

Vince:-
There are certain medical terms and expressions that you seem to be having difficulty in grasping. I realize that they are technical and alien to you, but it is important that you know and use them to be convincing. I have compiled a list. Please make sure you learn them in time for the next rehearsal:

WHAT YOU HAVE BEEN SAYING AT REHEARSAL:	THE CORRECT MEDICAL TERM YOU SHOULD USE:
"Gee whiz, that sickness what you got is catching!"	"I'm afraid you're suffering from a contagious disease!"
"Okay, Toots! Knock him out with the sleeping gas!"	"All right, Nurse! You may start administering the anesthetic!"
"Shiv"	"Scalpel"
"Squirter"	"Syringe"
"Pincher"	"Hemostat"
"Cat's guts"	"Suture"
"We'll have to squeeze that boo-boo!"	"We'll have to lance that abcess!"
"I'll kiss it and make it better!"	"I'll initiate the proper treatment!"
"Customer"	"Patient"

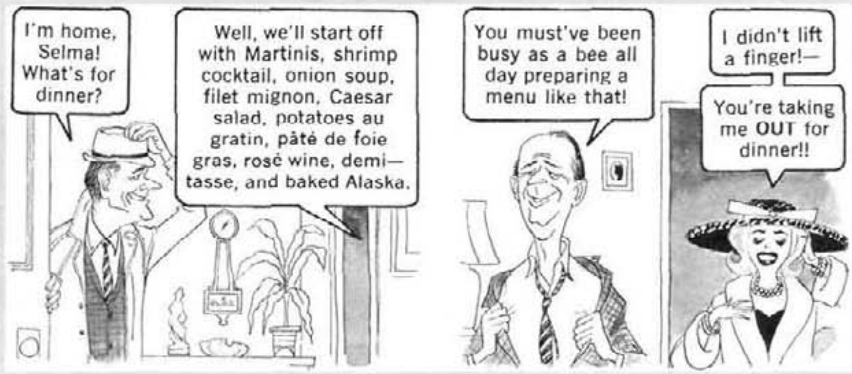
TRY-OUTS HELD FOR COVETED "BEN CASEY" ROLE



NEW YORK, N. Y. (Exclusive) – With more than 75 distinguished-looking, sensitive, experienced, mature actors trying out for the title role of the new "Ben Casey" TV series, a young, relatively unknown named Vincent Edwards was chosen to play the part of the Chief Resident Neuro-Surgeon. One look at Mr. Edwards (center-above) and it's obvious why.

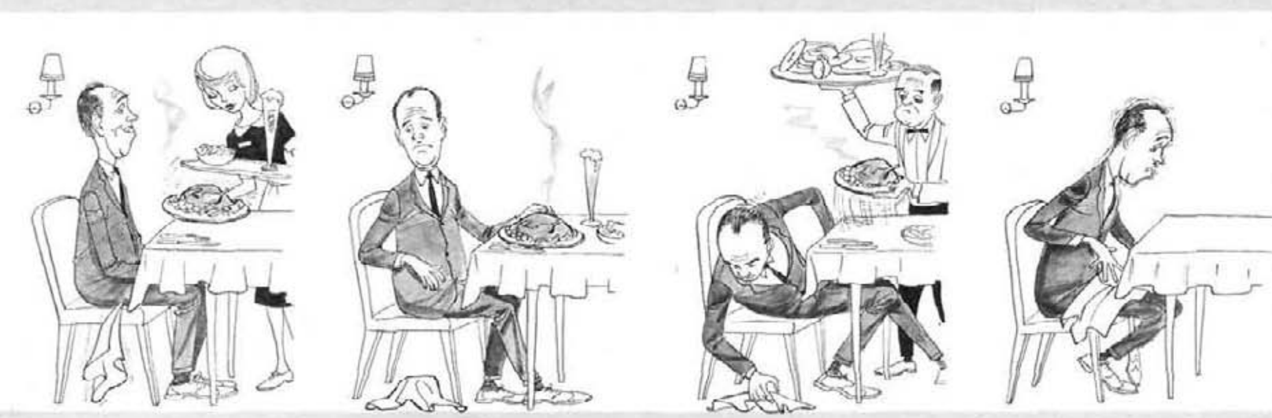
YOU AND THE KNIFE AND THE MUZAK DEPT.

Today, the man of the family knocks his brains out to earn enough money to buy a new dish washer, or a deep freeze, or a mix master, or any of the millions of modern kitchen gadgets that are designed to make "Less Work For Mother!" So what happens?



Yep! Seems that while Dad's been busy earning his coronary, Mom's been busy getting other ideas. That old slogan: "Less Work For Mother!" is now passe! The new slogan is "NO Work For Mother!" And this is made possible because Dad now pays for







JACK PAAR's favorite Chinese dish, **HO HO BOO HOO

EATING OUT

WRITER & ARTIST: DAVID BERG





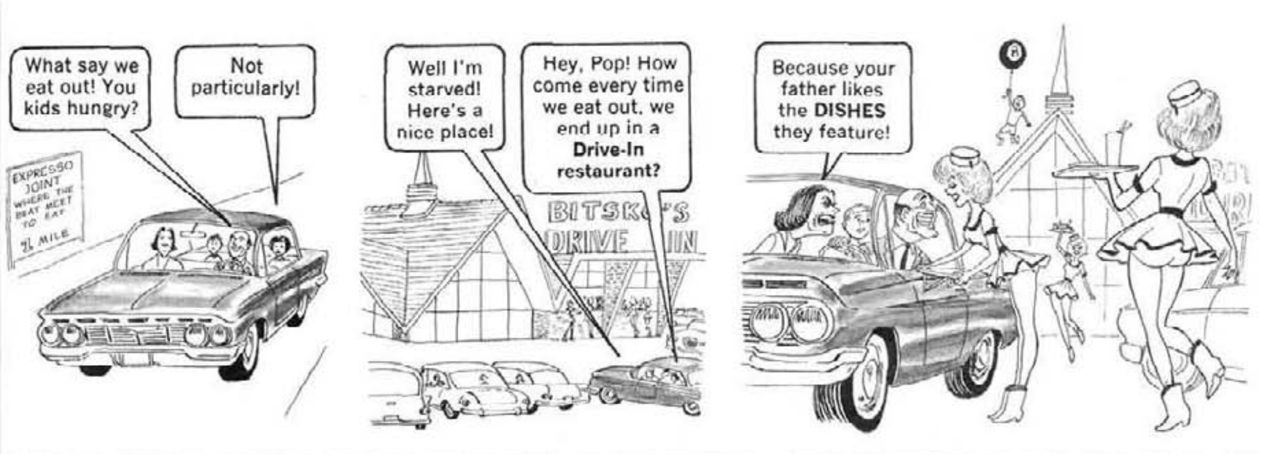



MOM'S
REAL HOME COOKING
SERVED THE REAL HOME-STYLE WAY!
"Your Home Away From Home!"
MENU
MENU
T.V. Dinner $1.25
Cold Chicken 1.00
Canned Beans ...... .75
Yesterday's Salad .. .50
Pot Luck 1.10
Left Overs .... .89
Burnt Toast .... .15
Instant Coffee ..... .10
Alka Seltzer .... .25




Waiter, give me the check!
Oh, no, Sam! This one is on **me!**
But you paid for it last time, Ed!
Never mind! When a friend of mine eats with **me, I pay!** Give me the check!
Cut it out, Ed! **I'm** paying this time! Waiter, give **me** the check!
Waiter, don't you dare give it to my friend! **Let me have it!**


I'll have what that gentleman is having!
I didn't like it **either!**







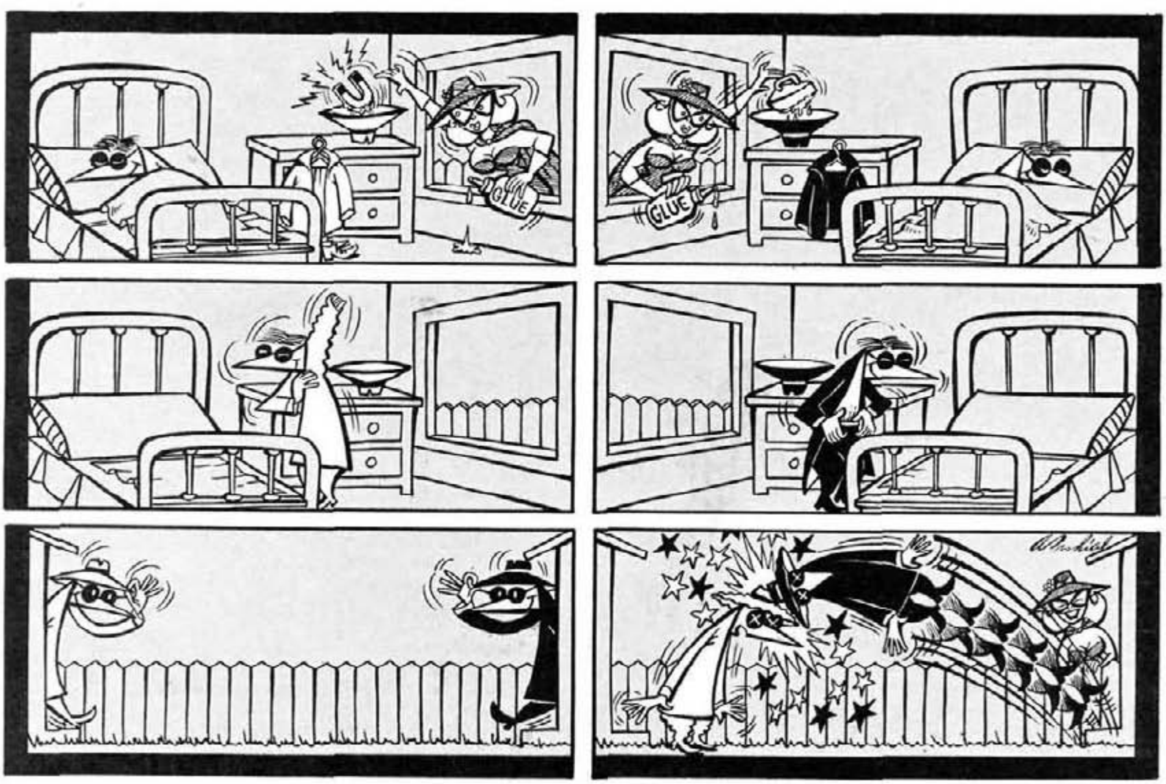
••JOHN GLENN's favorite Chinese dish: **FLI GUY WAI OUT**



JOKE AND DAGGER DEPT. PART II

And now, Antonio Prohias introduces a new "twist" to that friendly rivalry between the man in black and the man in white . . . mainly, a woman in gray!





FRANK SINATRA's favorite Chinese dish: RING DING RUN CLAN

TELL-A-PHONY BOOK DEPT.

Here is another MAD Primer.
It is the 431st Primer we have run.
Why do we run so many Primers?
Because Primers are easy to write.
Any idiot can write a Primer.
Even you can write a Primer.
Wouldn't you like to write a Primer for us?
Wouldn't you like to send us thousands of Primers?
Yes, yes, yes.
Soon we will have nothing but Primers in the magazine.
Soon we will not need writers.
Then we will have more money for ourselves.
Then we will become rich.
What fun it will be to become rich.
Like the people in this Primer:

THE MAD *CELEBRITY PRIMER*

MY FIRST INTRODUCTION TO THE "GREATS" OF OUR TIME



By **Biff Bang** (Murray Zoppelzorg), **Lance Boyle** (Seymour Fenemble), **Joy Euphoria** (Zelda Greesgurgle) and **Larry Siegel** (Larry Siegel)

ARTIST: WALLACE WOOD   WRITER: LARRY SIEGEL

LESSON 1.



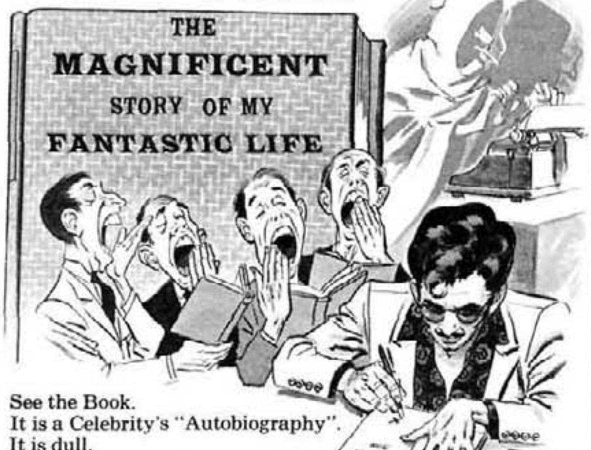
See the "Celebrity".
See the funny way he dresses.
Ha, ha, ha.
No, silly, the man in front is not the Celebrity.
The Man in back is the Celebrity.
The man in front is a Sandhog.
The man in front is pretending he is a Celebrity.
The man in back is pretending he is not.
All Celebrities pretend they are not Celebrities.
They hate to be recognized as Celebrities.
Hate, hate, hate.
All Celebrities dress like the man in back.
Do you know why they dress like the man in back?
So that people will know they are Celebrities.

LESSON 2.



See the Celebrity run.
Run, Celebrity, run.
He is running to see his Analyst.
All Celebrities see Analysts.
Money, money, money.
All Celebrities have problems.
All Celebrities are unhappy.
Gloom, gloom, gloom.
Why are they unhappy?
Because they are rich and famous and beautiful.
You are lucky.
You are not rich and famous and beautiful.
You are poor and unknown and ugly.
Aren't you glad you are happy?

LESSON 3.



See the Book.
It is a Celebrity's "Autobiography".
It is dull.
Yawn, yawn, yawn.
Why is this book dull?
Because the Celebrity's life has been dull.
Don't you wish you could write a book like this?
So does the Celebrity.
A Ghost-Writer wrote this book for him.
The Ghost-Writer writes books for many Celebrities.
He has written so many, he is now a Celebrity himself.
Soon he will publish his own "Autobiography".
It will be written by another Ghost-Writer.
Adolph Hitler was condemned for "book burning".
In cases like these, maybe he had the right idea.

LESSON 4.



See the "Old-Time" Celebrity.
Your Mommy and Daddy love her.
She cannot sing.
She sings.
She cannot tell stories.
She tells stories.
And she cries.
Cry, cry, cry.
Boy, does she cry.
Every performance.
This is called nostalgia.
This is also called a great "Gimmick".
She makes $30,000 a week.
And she still cries.
But it's not easy.

LESSON 7.



See the funny man.
His name is Marvin Finstervlep.
Soon he will get a nose job.
Bob, bob, bob.
Soon he will get a hair job.
Paste, paste, paste.
Soon he will get a name job.
Bop Crash, Bop Crash, Bop Crash.
Soon he will become a "Star".
Soon he will hate the Press.
Why will he hate the Press?
Because Reporters will annoy him.
Because they will not respect his privacy.
Because they will not let him be *himself*.

LESSON 8.



See the nice Celebrity.
She is an unlucky Celebrity.
She is always getting lost on desert islands.
She is always falling into swimming pools.
She is so poor, she has few clothes to wear.
Tsk, tsk, tsk.
But do not feel bad.
There is usually a nice photographer around to help her.
What an odd-looking celebrity she is.
Ha, ha, ha.
Look at her odd shape.
Aren't you glad your Mommy isn't shaped like that?
Your Daddy isn't.

LESSON 5.



See the young Celebrity.
He sings.
La, la, la.
He writes songs.
Scribble, scribble, scribble.
He acts.
Emote, emote, emote.
He owns most of the Western Hemisphere.
He is a living legend.
He has been in Show Business since 3 o'clock yesterday.
He has humility.
He makes $1000 a minute.
This could only happen in America.
How much does your Teacher make?

LESSON 6.



See the lady.
She would like her son to be a Celebrity.
He is three years old.
He would like to be a Fireman.
She drags him to Casting Offices.
She drags him to Model Agencies.
He has one of two choices.
He can "make it" in Show Business.
Or she will break every bone in his body.
Crunch, crunch, crunch.
He might never make it.
But she will.
Some day she will play the title role in a Monster Movie.
She will not need make-up.

..DOROTHY KILGALLEN's favorite Chinese dish: **NO PAR FAN SHE**

LESSON 9.



See the awful Celebrity.
He capitalizes on disease.
He capitalizes on physical handicaps.
He capitalizes on tragedies.
This man is a Sick Comic.
Sick, sick, sick.
Decent people hate this man.
Oops—I have made a mistake.
This man is not a Sick Comic.
This man is the Emcee of an afternoon TV show.
It is a wonderful show.
It is called "Queen For A Day".
Decent people love this man.
Kiss, kiss, kiss.
I am sorry I confused this man with a Sick Comic.
Sometimes it is hard to tell the difference.

LESSON 10.



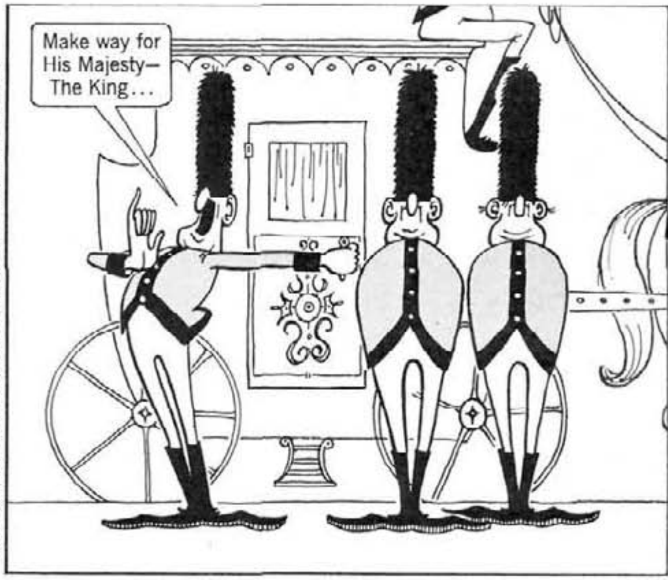
This is a girl.
I think.
She doesn't eat.
She doesn't sleep.
All day long she collects autographs.
All day long she collects souvenirs.
She has one of Troy Donahue's socks.
She has one of Brenda Lee's fingernails.
She has one of Charlton Heston's toothbrushes.
It weighs 140 pounds.
Some day this girl will marry.
Some day this girl will become a mother.
Perhaps civilization will be lucky.
Perhaps the H-Bombs will land first.

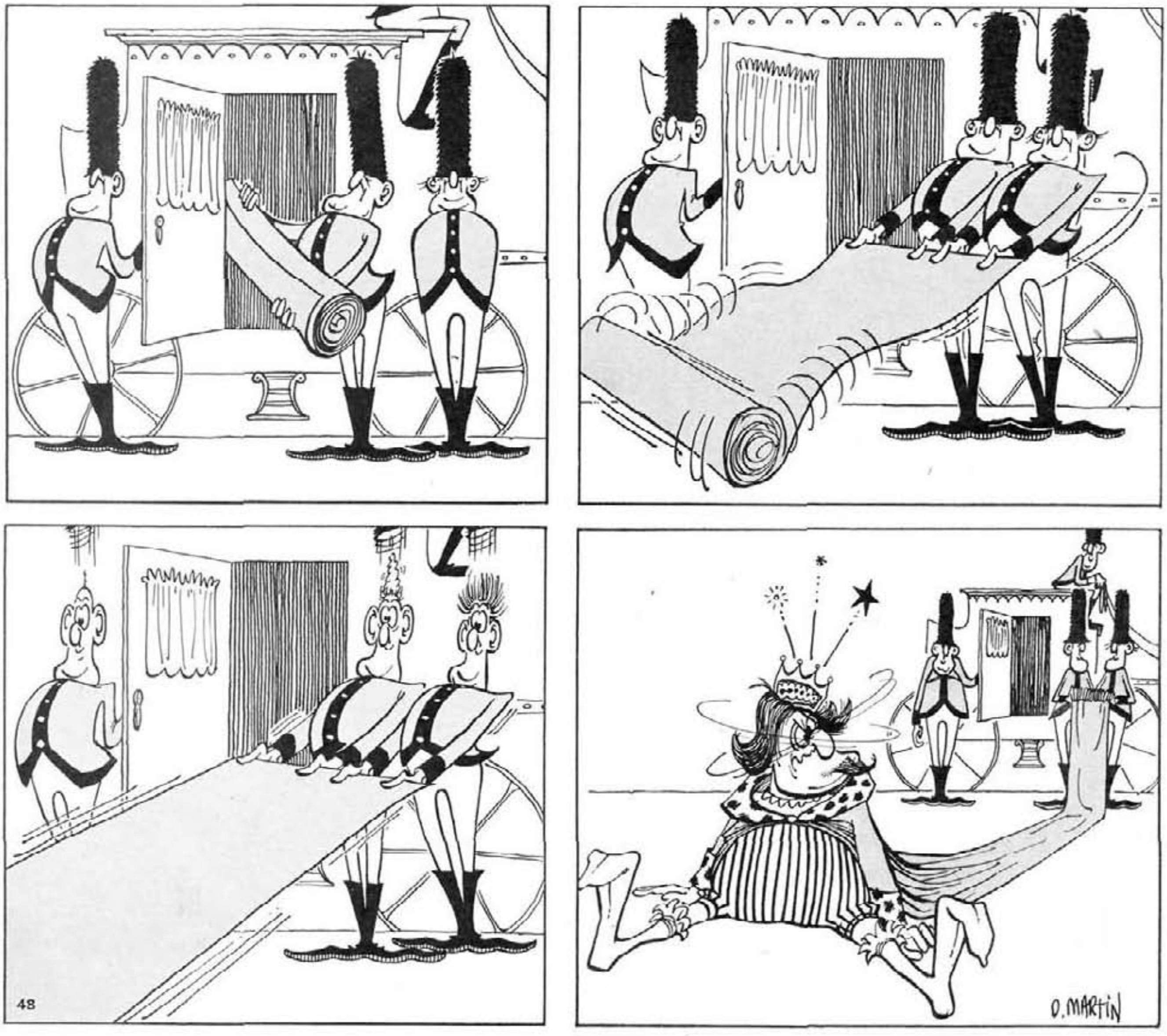
DON MARTIN DEPT. PART III

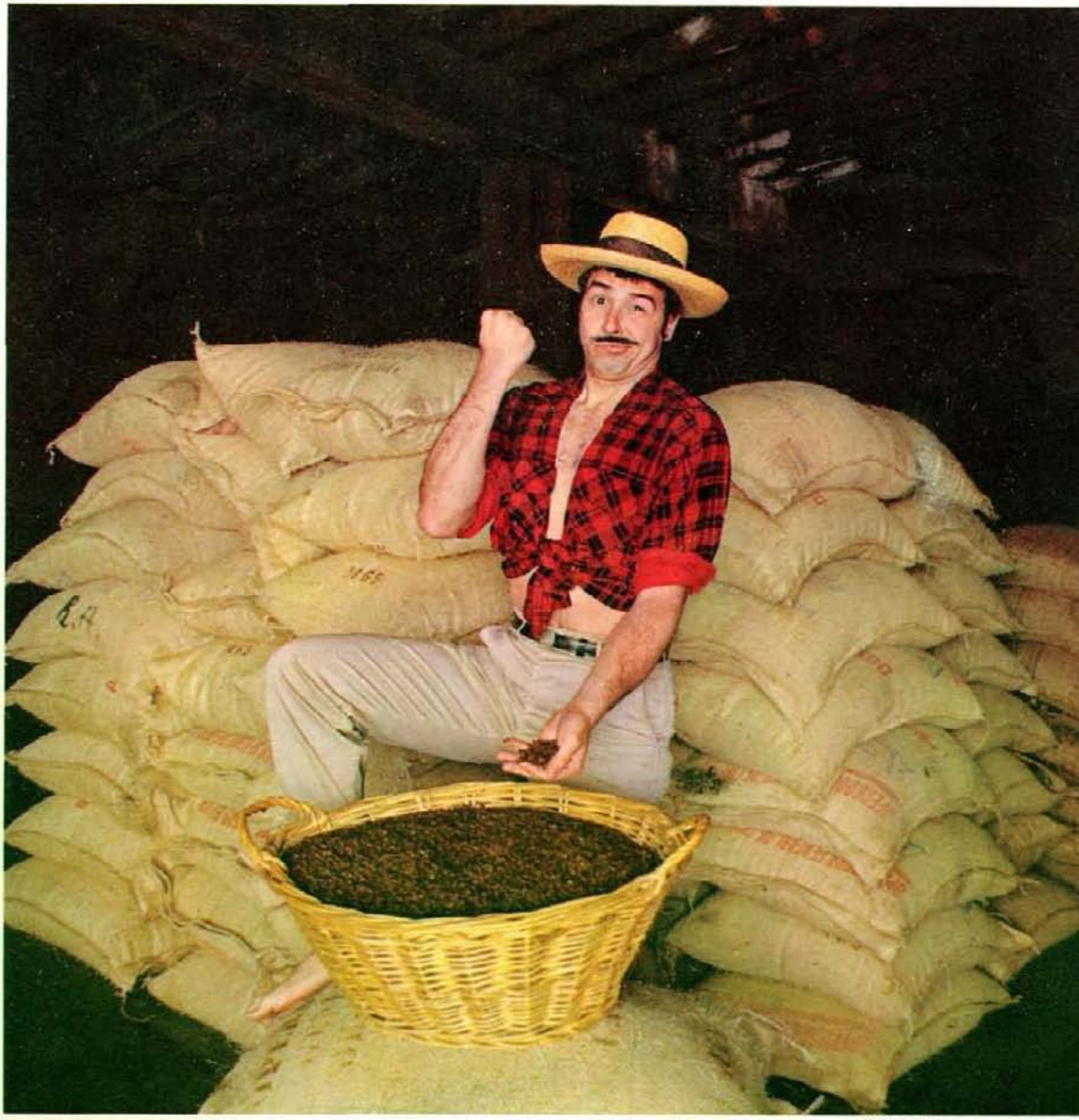
Don Martin has been "called on the carpet" many times for goofing up the works, but he was never put down as royally as the time he loused up . . .

THE ARRIVAL OF THE KING

**ALFRED E. NEUMAN's favorite Chinese dish: WOT MEE WOH REE







INSTANT PHOTOGRAPHY BY LESTER KRAUSS

Why we always look angry in these ad? I tell you why! We work hard – 12, maybe 14 hour a day – grow finest coffee tree – pick ripest bean – lift heavy sack – carry to boat – sweat and strain – and for what? So big company can grind it into lousy instant coffee because American housewife too lazy to brew real coffee, and American husband too spineless to object!

SUCKA INSTANT COFFEE... for "sucka" husband.

GENEROUS FOOLS PRODUCTS

